

Electrical Merchandising

Vol. XXI, No. 5

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Headquarters, Young's Million Dollar Pier, May 19-25

HURLEY MACHINE COMPANY

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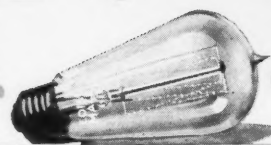


An Ad that
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Ten million readers of the Saturday Evening Post, June 21, will see from this advertisement that they **can** afford to use the appliances you sell—if they use Edison Mazda Lamps, too.



EDISON MAZDA



47D-47

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

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ON THE WIRE WITH THE EDITORS



The Victory Convention and Merchandising

THREE years have gone by since the last "regular" convention of the National Electric Light Association—the 1916 meeting at Chicago. At the abbreviated "war-time meetings" of 1917 and 1918 little attention could be given to commercial and merchandising subjects.

But this year and month, at the N. E. L. A. Victory Convention at Atlantic City, the commercial sessions will once more take on their old-time and increasing importance, and the matter of merchandising distribution will be a subject foremost in the minds of many central station delegates.

Marking this return to the piping days of peace, the reader will find in this issue of ELECTRICAL MERCHANDISING discussions of many of these very topics by leaders of thought in the central station commercial and merchandising fields. And next month, in our June number, there will be reported the important commercial and merchandising features of the Atlantic City meetings.

Accept New Level of Prices, and "Let's Go"

PRICES are not coming down in America. The manufacturer who is halting upon the theory that the bottom is going to drop out of raw material will find the bottom out of his business before it is out of raw material. The retail merchant who is waiting until he can purchase cheaper goods will have his store closed by the sheriff and no way to get the cheaper goods upon his shelves. The man who is now husbanding his resources upon the theory that prices are going to take a tumble may succeed in

washing his shirt into shreds before he can buy a much cheaper one.

* *

There never was so fine an outlook for the prosperity of a people as that which confronts the Republic to-day if it shall only receive the thoughtful consideration of American citizens, and shall not be spoiled by the blind prejudice of class antagonism and class distinction.



The whole Republic ought to flourish, not only with prosperity, but also with added grandeur, and men ought, each and all, to have the largest opportunity ever afforded for individual success, honestly and honorably attained."—
Vice-President THOMAS R. MARSHALL.

We are on a new level of prices in America to-day. The prices we pay are up, but so are the prices we sell at! The good old dollar has shrunk much from its 1914 value. But the needs of the world for our electrical goods are greater than ever before, and the outlook before the industry is of unequalled promise. It will not do to watch and wait much longer for lower prices, for lower prices are not in sight. Instead we must get busy and play the game of buying and selling, of trading and resale, at the new level of prices. We must push ahead and serve under the new conditions to-day.

Let's go!

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ELECTRICAL MERCHANDISING

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"DO IT ELECTRICALLY"



“Let’s Go!—

NOW we must show ourselves leaders in industrial and business activities by intensive commercial effort”

By CHARLES J. RUSSELL

GENERAL COMMERCIAL MANAGER, PHILADELPHIA ELECTRIC COMPANY
CHAIRMAN COMMERCIAL SECTION, NATIONAL ELECTRIC LIGHT ASSOCIATION

“*On les a eu*”—“They got ‘em,” as the French say—and the war ended.

The part we played in it, the speed of achievement due to the free devotion of all our resources to war purposes, the money put in circulation through that speedy service and the assistance given to every branch of governmental endeavor constitute part of a history unequaled in the written records of any nation. We are better and stronger for all of our sacrifices, for all of these efforts and experiences. We have tried ourselves in many new fields of endeavor and enjoyed as the fruit of past service a great, an almost astonishing friendliness on the part of our public. Our vision of our market has new and wider boundaries, our confidence in the value of our goods has greatly increased and our faith in our commercial future is greater than ever.

Now we must show ourselves leaders in industrial and business activities by immediate and intensive commercial effort. Many doors of opportunity lie open to us and within them are those who will receive our offers with interest.

The electrical merchandising field with all the associated advantages of greater energy sales at minimum investment offers opportunities that are tremendous.

The industrial power situation, due to the reorganization of industry and to the great increase in the competitive cost of generating power, is such that our service is of great economic importance. Very large developments of this business await our organized activities. Associated with this is the demand for industrial lighting, now well recognized as an important factor in production and safety.

The shortage of buildings with the resultant enhanced value of existing buildings of all kinds offers a solution of the old problem of getting service into old unwired properties.

The new commercial developments in prospect based on war achievements, the applications of electric service in new directions proved by war necessities, the developing electric furnace field, the requirements for ice manufacture due to the open winter—all call for power in quantities.

Optimism! This is truly the hour of optimism in its highest form—exemplified in action.

Obstacles in the path? Did they not also lie in the Argonne Forest? Is it not true that the greatest achievements of this nation and of this industry have been won in the face of obstacles?

Nous les aurons!—We’ll get ‘em!

LET’S GO!

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 21

May, 1919

Number 5

Now for a Merchandising Victory!

TO-DAY the electrical trade faces a merchandising opportunity without a parallel in its history. We are in the midst of the first rush of a demand for electrical appliances bound to become so tremendous that present volumes of sales will shortly seem small in comparison. Our industry of miracles has been overtaken by an insistent public need for electrical merchandise—a demand that means undreamt-of individual opportunities for every electrical man who will see and serve!

The time is ripe! The merchandising opportunity is here.

But if the electrical industry, as now recruited, is to realize upon the opening before it, we shall need merchandising thought and merchandising leadership of the soundest kind—nationally as well as locally—during the great months ahead. Such leadership, as ELECTRICAL MERCHANDISING sees it, is in large part the duty of the N. E. L. A. and its member companies. These central stations, if they will grasp the full meaning of the opportunity confronting us, can lead the way along sound business principles in serving their own communities.

And in preparation for this thoroughly logical leadership of the N. E. L. A. in merchandising matters, the merchandising committee of the associ-

ation has ready for the Atlantic City convention this month, a classical and complete report that deserves the earnest study of every central station man, contractor-dealer and other retailer of electrical merchandise or electric service.

The committee's report points out with clearness the essentials of proper merchandise accounting which are so fundamental. Relations of the central-station merchandise department to other groups in the industry are discussed, and the way is pointed for the electrical man to become a real merchandiser, for example, through the selection of style goods, as well as staples and novelties. In short, the report to be presented by Chairman Davenport is a collection of the very best merchandising thought and ideas—ideas the materializing of which will make, for the electrical trade as a whole, the maximum of prosperity, and for the public the maximum of service.

The N. E. L. A. meeting at Atlantic City this month will indeed go down in electrical history as a Victory Convention if it heeds and recognizes the appliance opportunity before us, and impresses anew on its membership the broad principles of sound merchandising—to be carried home and there both preached and practiced for the benefit of the electrical trade as a whole.

As You Start to Sell Again—

Why Some Central Stations Quit Selling During the War and Why Others Kept On and Made a Profit—Some Suggestions from George Williams and Glen Trumbull, of the Doherty Selling Organizations, Backed Up by Significant Sales Records

By EARL E. WHITEHORNE



GEORGE WILLIAMS

TEN YEARS ago the central station sales department was down on all fours learning to creep. Year after year the creeping started in more cities and progressed. Five years ago when war began to rock the house a lot of them were walking well and some of them could run.

But when the political, economic and financial earthquake came along, the floor became so unsteady that the walking wasn't very good. Some of the creepers crawled right into bed and pulled the covers over their heads because they were afraid to try to walk. Most of them sat down to wait because they thought it would be safer. Some went on moving around very carefully and keeping hold of something. A few just caught the knack of balancing and boomed ahead in spite of all.

To-day the war is over and throughout the country in almost every city and big town the plans are now being made to go to work again

at selling. I want to ask this question of each selling man who reads this article: How are you going to re-start—by the creeping, toddling, walking, running, falling down and getting up process on a steady floor? Or, are you going to learn right now how to walk no matter what may come along?

It can be done. There *must* have been some reason why some central station sales departments never faltered through the four years of the war. Something they had which the others didn't have. Something they did which the others didn't do. There was some factor in their selling methods, in their organization, in their merchandising policy that made their selling safe and profitable in stormy times. What was it? Certainly it was something every other central station should find out. There is no mystery about these things when you look into them. There is no magic art. It is usually some simple matter that the other fellow can apply quite easily. And so it is in this case.

THIRTY-TWO COMPANIES THAT KNEW HOW

When you think back over the war period and see the map of cities and their central stations in your mind, and start to find the answer to this question, the facts stand out, clear cut. Selling activities were depressed and quiet almost everywhere. Here and there some city showed a bright spot, where the company kept up its active work. But no one city could be taken as a model because the influence of war industries affected both the condition of the utility company and the prosperity and optimism of the public. It would take a group of scattered cities to prove anything, and among the utility groups, where in some cases all selling was practically stopped in



G. R. TRUMBULL

every property, there was one shining example. In the Henry L. Doherty properties, instead of holding down the selling, they increased their efforts to develop their markets. Instead of firing salesmen or transferring them to other work, they put on more men where they could find them. They ran their sales totals up steadily and the profits of their sales departments. And this happened not in cities similar in any way, but in Denver, Galveston, Warren, Ohio, St. Joseph, Mo., Athens, Ga., and twenty-seven other widely separated cities—towns as scattered and diverse in economic, industrial, political and social features as you could wish and as varied in their reaction to the influences of the war. Here, then, was the place to look. I went down to Wall Street, to talk it over with George Williams and Glen Trumbull.

Williams and his running mate, Trumbull, guide and help the sales activities of all the Doherty companies by suggestion, stimulation,

co-operation and co-ordination, not by authority and orders. That gives the keynote of their whole policy of building central station sales. With this in mind you get a better angle on it all.

I saw Trumbull first. Williams was in the West.

"Why is it," I asked Trumbull, "that you have been able to boom along right through the war and sell more appliances each year, at a time when so many central stations almost stopped trying, and some quit cold?"

THE TWO GUIDING POLICIES

"I think there are two reasons," he said, "that have had more to do with it than anything else. In the

They can be sold more easily than other machines and there is far more business coming in all ready made, from women who call or phone or write to buy that sweeper or that washer, and far less undecided shopping and comparing and hesitating. It has been a big influence.

"Then the other reason is this. For some years every member of our new business departments from the manager down, has worked on commission—a standard salary and a commission on his sales. That has done two things. It has weeded out perpetually the men who were not successful and left always a full staff of men who *can* sell, men who are good enough to earn a good living on commission and pay good

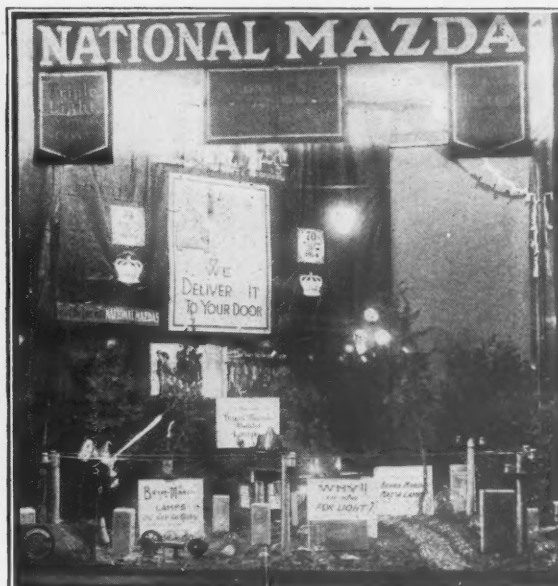
our list because the men can never figure as an expense. They are a source of paying income. Before they can begin to cost us money, they fire themselves, because when once their record shows that they are not profitable salesmen to us, their own income falls off so far that they just naturally quit."

SOME SALES MADE DURING THE WAR

And what is the result? There are thirty-two central station new-business departments in the Doherty group. In 1914 they sold a total of \$420,000 worth of appliances among them. Included in this interesting total were—868 vacuum cleaners and 206 washing machines. The totals



"In all the cities where the Doherty organization operates," explains Glen Trumbull, "the boys have practically standardized a group of appliances—not necessarily the same group nor the same make in every town, you understand—but a group. They have



gradually come to the point where they believe in one cleaner, one washer, one ironer and one heating line that in their judgment has proved itself the best. The result is that that town is sold on those machines."

first place, in all the cities where we operate, the boys have practically standardized a group of appliances—not necessarily the same group nor the same make in every town, you understand—but a group. They have gradually come to the point where they believe in one cleaner, one washer, one ironer and one heating line that in their judgment has proved itself the best. They believe in that one cleaner. They have stopped recommending any other cleaner, they have stopped selling any other washer or toaster or flatiron. They have established this group of selected appliances, little by little, until they have become staples in that town and not novelties. The result is that that town is sold on those machines.

profit to the company on top of that. They are picked men. They have picked themselves.

"The result was that when the war came along and money was tight and expenditures had to be held down, there was no occasion for our disturbing our sales activities in any way, in so far as residence appliance sales were concerned. Each man was paying his own salary to himself. Each man was earning profit for the company. No money could be saved by firing any salesman on

for other, smaller appliances, of course, ran way up, but these two appliances are particularly in the public eye to-day. Also they represent the higher price class of appliances that you would think would be hard to sell in times when everybody was holding down expense.

The war came, but the work went on. In 1915 the total sales for all the group bulked \$727,000 worth of appliances out of which the sweeper sales numbered 1470 machines and the washer sales were 390.

In 1916 the total figured to \$1,212,000 on appliances, including 2600 cleaners and 1100 washers.

In 1917 the figures crept on to total \$1,782,000 sales value with 4950 sweepers and 1980 washers.

"LET'S GO!"

All together—Let's continue production and insure prosperity.

Last year there was another jump—a total of \$2,540,000 worth, with cleaners at 8100 and washers at 3200. The number of cleaners sold had increased 1000 per cent—ten times; the washer sales 1600 per cent—sixteen times, and so on. Imagine it—a sale of 8100 sweepers and 3200 washers and enough other appliances to total \$2,500,000 in a year of war time when everybody thought, talked and tried to practice economy. That shows that central station merchandising is not a fair weather business if it is handled right. Glen Trumbull said this other thing about it that is interesting.

"One thing we never do," he told me, "is to crowd any appliance onto our companies. We don't tell 'em to

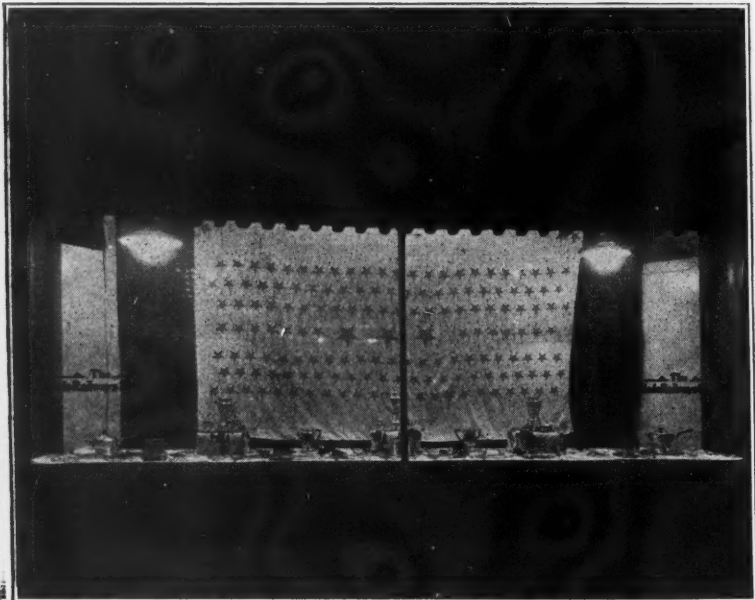
they sell the right stuff. We can't expect them to get enthusiastic over any appliance until they actually believe that it will be a big success right in their own towns, a profitable success to them which of course means at the same time to the company as well.

"You can easily see the way that this works out," Trumbull continued. "These men can't afford and won't try to sell anything that they cannot depend on. The only sweeper they will recommend is the sweeper that that department is convinced is the best sweeper. Each man must feel that every appliance he sells is going to make good and help sell another appliance. Each one must be just one more step toward the complete equip-

could to-day stop the sale of kitchen chairs."

INSTANCES OF WAR-TIME SELLING

Here are some striking instances of the way this policy has worked out in these years of war. They prove, first of all, that there was an eager market and lots of it for appliances—at a profit to the central station—at the time when so many companies had quit all active selling to save money. Second, it proves that these special opportunities which the war brought were only seized and turned to the advantage of the central stations because these companies were ready with the men to act and make the most of them. If in these towns the new business departments had



"Sell goods at their retail prices," says George Williams, "the same prices that the contractor and dealer sell for, and never under any circumstances or for any purpose cut the price on

standard goods. It upsets the local market. It depreciates the value of all electrical goods in the estimation of the people." It discourages the other electrical men who are helping you sell.

sell this dish washer or this lighting unit. We don't even argue it. If we think it the best because a number of our properties have proved it so, we give them the facts, the evidence of this experience. We write each new-business manager and call his attention to the article and help in every way we can to get them all the benefits of every good thing that comes along. But we don't try to influence them to take up anything before they want to. How can we? Those boys are practically in business for themselves. They make their living by selling appliances and all the service and satisfaction that must go with them. That living will be fat or lean according to whether

ment of the home it enters. The result is that the group of appliances that department advertises, shows and sells becomes the standard of that town. There isn't a continual fight between competitive lines. The central station recommends the best one. Every customer is satisfied with the appliance and the service that supports it. Every user heartily indorses it. And when the war came you could no more put that appliance out of business than you

been cut to the bone with nobody available to jump in when the chance came, all but a very small part of this business would have been lost.

In eight cities in Ohio—Toledo, Massilon, Warren, Alliance, Mansfield, Aelyua, Loraine and Ashland—there is a large industrial population and the factories in this section were working to the limit night and day. Everbody had a high-paid job. Every worker's home had money to spend. So the central stations in these towns put on a campaign on washing machines and worked this special war-time market back and forth. The sales ran up into totals that were suprising in comparison with past local experience. For the

"LET'S GO!"

Build now—Production depends on construction.

women in these factory homes were glad to quit the wash-tub labor just as soon as they were sold. But it was the active selling that did it.

In Athens, Ga., for years the central station has worked to introduce domestic appliances, but with disappointingly small success. When the war came you would say that this was one place where appliance selling could well be dropped. But what happened? With the coming of the war, the negroes began to flock North to get the big pay offered by munitions plants. All the servants deserted Athens, or so many of them, that the housewives had to buckle down and do their own work. Athens is a highly cultured town. Women of old Southern families who had never been without an abundance of black labor found themselves helpless. The company saw

opportunity; they rendered only a weak portion of this patriotic service because their hands were tied.

When George Williams came back I talked to him about this also and asked him this question: "What do you think is the most important thing for the central station to do in recommencing active selling now that the war is done?" Here is his answer:

"My advice to the central stations that quit for the war period and are now starting up again is this: Organize a new-business department with enough men in it to establish an outside representation of the company for approximately every 7000 inhabitants. Start in and sell goods at their retail prices, the same price that the contractor and dealer sell for and never under any circumstances or for any purpose cut the price on standard goods. It upsets the local market. It depreciates the value of all electrical goods in the estimation of the people. It discourages the other electrical men who are helping you sell. It isn't necessary. It's all wrong.

"Carry the finest goods on the market and get full price and a full profit. Boom electric signs, display lighting and store lighting continually, perpetually, because the development of this business is proof to the public that their central station is alive. It is the exterior appearance of things that impresses people. Also, this class of business brings in good revenue and there should be lots of it—and will be if you work. Go after your industrial prospects with thorough methods if you have the power to sell.

"But here's the most important point of all. When you hire new men and build up a new selling staff, convince the members of the department at the outset that you are not going to show a yellow streak and holler for the axe and chop things up whenever some financial flurry or a panic comes along. Courageous men—the kind you want—prefer to work for men of courage, and both the employees and the public are quick to perceive and recognize a piker. They lose confidence and respect and no man can sell for you and few men want to buy from you when they feel that way.

"It takes several months to organize a new-business department and sometimes years to make it pay. Central station selling is a profession

and if you want to establish a department along your own lines, you will have to train new men your own way. For good central station salesmen are not idle, war or no war. You cannot expect to pick them up now that you want to. The quickest way will be to secure young men from other walks of life and begin their education at the beginning.

"But above all, don't make the old and fatal mistake of trying to make a \$75 man do. The central station needs high-class men, just as they need high-class men to sell for any other corporation with big opportunities. A \$250 or a \$300-a-month man is worth a whole department full of \$75 imitations, for it's the high-priced man who pays the profit.

"In our departments the cheap men have weeded themselves out. We pay all selling men a nominal

"LET'S GO!"

Buy now—Keep the machinery of production and distribution in motion.

the opportunity and was ready with the stuff to go right after it. Their sales of cleaners and laundry appliances have been tremendous. Complete laundry equipment is now selling to homes where in the past the wash was always sent out to the negro cabin in the traditional Southern way.

But how did they sell this stuff in Athens? They sold it as they did in the Ohio towns, by campaigns of personal demonstration and solicitation. They advertised. They kept it up. The people did not automatically turn to electricity when the hard pinch came. They never thought of it, as the practical, economical, sensible way out. They had to be sold.

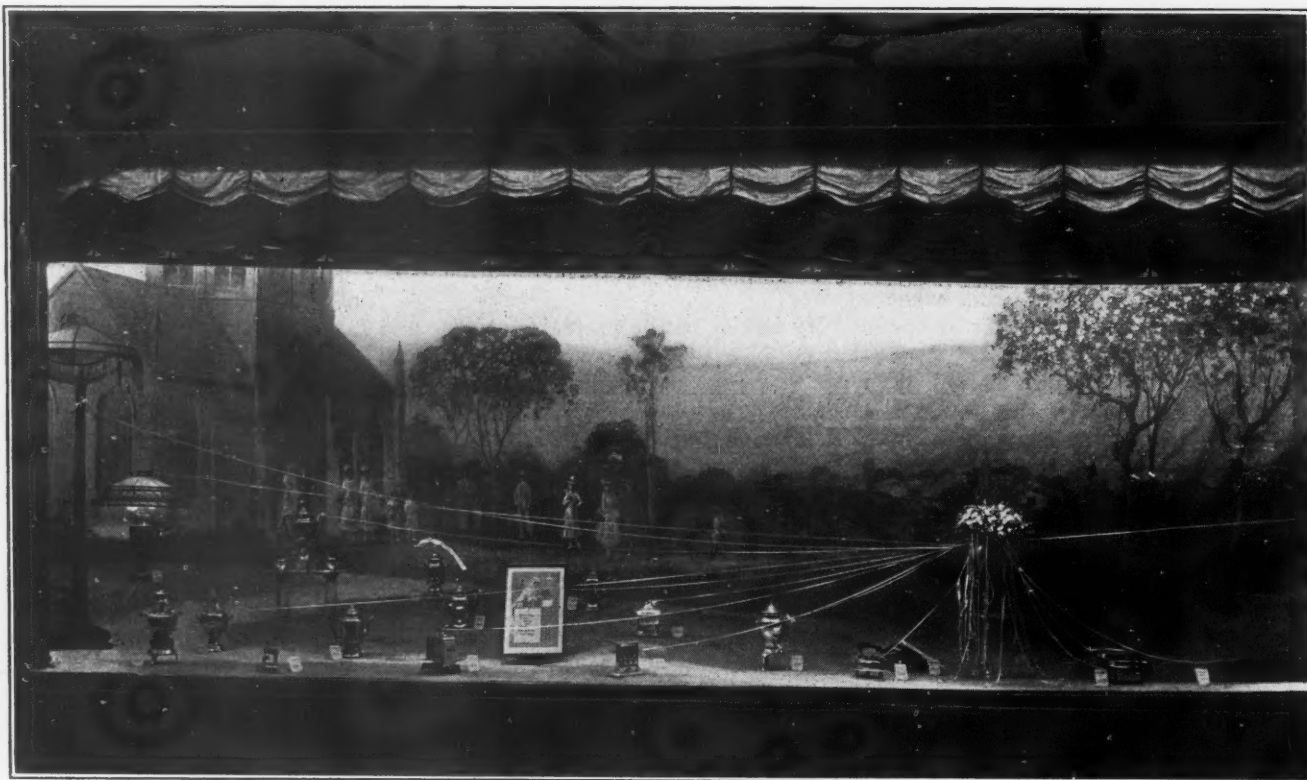
Just so in other cities; East and West, North and South, industrial lighting business developed fast once the war began. But when the pressure for production began to worry manufacturers, they did not think of turning to the central stations for relief. They had to be sold. The Doherty companies were ready and went after them. So did other central stations. But in the cities where the sales departments were paralyzed by the mistaken policy of trying to save money by selling less, they got only a small measure of this

"LET'S GO!"

Buy now—Speed up production and distribution; keep everyone at work.

salary of \$50 a month and a commission based on their sales. These men are earning \$300 to \$400 a month and more and paying us a handsome profit, so that the combined departments of our properties are paying a credit to operations each month. I say combined departments because all do not pay a credit to operations every month, but the group does and so does each property on the year. But not one of them could do it if they hired \$75 men."

It seems to me, there is a mighty useful message in this for the central station manager who is recommencing selling work after the war. The time is past when any man should begrudge an employee any income he can earn. I know of actual cases where managers have fired salesmen because they were making more on commission selling than the manager drew in salary himself. If this manager had had the sense to see it, by getting three or four more men of this class he could have increased the earnings of his company to such an extent that his own compensation could have been increased proportionally. Central station selling is a business now—a big business with big coming opportunities. It will pay well to take the lesson of the war to heart.



A "June bride" window from one of Mr. Edkins' Chicago electric shops. "Good advertising in the daily papers will divert prospective customers in your direction," says Mr. Edkins. "Compelling window displays will bring them into your place of business."

The Long Arm of Publicity

How Good Newspaper Ads and Good Window Displays Draw Business into the Electric Shop

BY E. A. EDKINS

Manager of Electric Shops, Commonwealth Edison Company,
Chicago, Ill.

IT WAS once considered vulgar to advertise. When Franklin put some snappy placards in his shop window the neighbors adjudged him to be a low, pushing fellow.

Traces of this curious belief survive even to-day in certain of the more petrified branches of business and professions.

In the medical and legal professions an archaic system of "ethics" (at one time held in high esteem, but now largely discredited) advanced the astonishing theory that there was something essentially shameful about publicity.

The quaint individuals who cherished this singular delusion usually spent years of arduous study in acquiring an expert knowledge of law and medicine.

Thereafter, they passed their remaining years in dignified efforts to prevent the general public from dis-

covering their professional qualifications, their places of business, or their "readiness to serve."

Fortunately, times have changed and the general average of human intelligence is slightly higher than it was, say just about 100 years ago.

It is now generally admitted that if you have something to sell, it is sound business policy to tell as many people as possible all about your product, your prices and the service you can render.

There is no better medium for this purpose than the columns of the daily press.

A close second, however, is the shop window.

Maximum results are only obtainable when both are co-ordinated.

Assuming that you have good merchandise, attractive prices and adequate service to offer your public, the problem of selling is at once re-

duced and simplified to a question of getting people into your store.

Sales vary in direct ratio to attendance. A stormy day, small attendance, small sales.

It is obvious, therefore, that a merchant who can induce 1,000,000 people to visit his store every month will quickly make his everlasting fortune.

That is your most vital problem: to get large numbers of people to visit your store.

The prospective customer who enters "just to look around" is already half sold. Your live wire sales clerks will do the rest. But you must not expect your sales force to sell goods to the empty air. A large and constant stream of visitors is the prerequisite of sales.

Good advertising in the daily papers will divert this stream in your direction. Compelling show-window displays will cause it to flow into your place of business.

What is a "compelling" window display? It is the long arm of publicity, reaching from your window into the procession of passers-by—arresting their attention, arousing their interest, stimulating their desire to buy, drawing them with the irresistible magnetism of a powerful sales-appeal to pause, look and enter.

Notable Work of Merchandising Committee of N.E.L.A.

Topics of Cost Accounting, Co-operation Along Goodwin Plan, Standardization of Plugs, Margins of Profit, Merchandising of Lamps, Style Merchandise and Portables, Reviewed

By E. R. DAVENPORT, Chairman

Sales Manager Narragansett Electric Lighting Company

IN PRESENTING the report of the Merchandising Committee this year I am only calling to your attention the strictly new additions to the 1915 report. The committee was of the opinion that this entire report should represent a text book on merchandising electrical goods and recommended that the incoming and successive committees from year to year use it as a foundation to be improved upon, rather than attempt to present a new report each year, disregarding former ones.

With this object in mind the committee took the 1915 report of the Merchandising Committee and brought it up to date as much as possible in the time at their disposal.

COST ACCOUNTING

Probably the most important section is the report on Cost Accounting. It is brief but thorough. The committee found that no two central stations that are supposed to know the cost of operating their appliance departments, agree as to the details. The report indicates three things:

First, to sell to the appliance manager the idea that he should know his true cost of operating his department; Second, to give to the appliance manager an idea of what factors make up the true cost as per the standard practice in other retail trades; Third, to point out to the appliance manager and his superiors the fact that unless the central station knows the true cost of operating its appliance department the company would be in a position of unfair competition, which is not a good strategic position for a central station to be in these days. This unfair competition will take the form of a lack of knowledge of true costs. The importance of this lack would

be the fact that other branches of trade with which the central stations are in competition have already worked out these costs.

THE GOODWIN PLAN

One of the greatest trade development activities is now being promoted throughout the country. It is a subject of utmost importance to all central stations, and those companies who have adopted the Goodwin Plan report increases in their business as a result. The committee hopes that at the Atlantic City

To Promote Wide Study of Merchandising Report

Wide distribution has been planned for the Merchandising Committee's report this year, in addition to the discussion at the convention.

"In fact"—declares Chairman Davenport in a letter to the editor of "Electrical Merchandising," "I believe that there will really be more benefit to the industry by the various parts of the report being printed from time to time through the columns of your paper and through other similar channels than by discussion at the convention.

"The committee also plans that during the year manufacturers will purchase copies of the report and arrange for distribution of copies by their salesmen to local concerns interested in electrical merchandising. The trouble with conventions—and a natural one—is that there is such a vast amount of material presented in a limited time that it is impossible to properly digest it. That is one of the reasons why the committee this year has tried to overcome that handicap by sending the message piece-meal through the year to interested sources. This is a more direct appeal and I personally believe will accomplish even more good than will be done at the convention. We want to place this merchandising textbook in the hands of those who need it, all of whom would not attend the convention at any rate."

meeting reports will be made by central stations having experience which will verify the results claimed.

The committee finds that opposition by central stations to the plan has been due to a misunderstanding and lack of knowledge of the subject. This is very unfortunate indeed, as it has been responsible for retarding the development of our own business. Attention is called to that section of the committee's report wherein it is urged that the central stations in particular should do their utmost to foster, promote and develop branches of the electrical industry where team work and co-operation do not exist, and must exist if we are to develop our business to its highest efficiency.

The report of this committee is very brief and I urge every member to digest it and make it effective in his respective community.

STANDARDIZATION OF CORDS AND PLUGS

For years we have been handicapped by the numerous varieties of attachment plugs on appliances. I am sure that without much elaboration on my part all our members appreciate the advantage to the public, manufacturers and dealers of the standardization of cords and plugs. The wiring committee for the past few years has worked very closely, with the merchandising committee toward the solution of the problem. If the members will read the report of this committee and act upon the suggestions, it will bring us just so much nearer complete standardization of cords and plugs.

TRADE DISCOUNTS AND MARGIN OF PROFIT

The margin of profit on which we sell electrical merchandising is a

very important subject. Sufficient attention has not been given to it in the past, largely due to the attitude of some central stations that were not interested as to whether their merchandising departments showed a profit or not. These companies have gradually seen the error of their way and are more interested now than ever before in having their appliance departments conducted on a strictly up-to-date merchandising method, the same as is being done in almost every other line of business. Owing to this previous lack of interest on our part the manufacturers have drifted into a sort of rut whereby the central station has educated the manufacturer to believe that we are not interested in the margin of profit allowed on the sale of goods. The result is that both parties have not sold the amount of goods that would have been possible under modern practices.

The committee has gone into this subject in a very thorough manner and manufacturers' as well as central stations' attention is called to the report, in which considerable food for thought will be found.

MERCHANDISING MAZDA LAMPS

It is very interesting to note the trend of the times on this subject. Taking the total manufacturing output of Mazda lamps in this country it is claimed that the majority of them are sold on a merchandising basis. We can all recollect that it is only a few years ago that the majority of lamps were furnished on a so-called free renewal basis. To-day there are only a very few of the larger central stations in the country that have not changed over their policy in this respect, and even in some of those companies modifications have been made in the way of charging for the delivery of free renewal lamps, etc. A few companies still stick to the subterfuge that the distribution of lamps is a part of their rates, but even in these few cases there is a gradual weakening and it may only be months instead of years until these companies will find it to their own best interests to divorce their lamp policy from their rate schedules.

It is interesting to note the experience of a large central station after it had eliminated Mazda lamps from its rates for lighting service and placed them on a strictly merchandising basis. It is found that the central station sold more lamps

in the community than it ever gave as free renewals, and careful and accurate records kept show higher wattage lamps in use in the sockets than previously, resulting in more lamps being purchased from the lamp manufacturer, more lamps being sold by the central station and also a larger income to the central station by the use of larger sized lamps.

MERCHANDISING TABLE AND FLOOR LAMPS

There is a tremendous field for the sale of table and floor lamps. Companies operating retail electric shops in numerous cases find that the profit on the sales of these lamps almost pays the rents of the stores so that it is advisable to energetically push the sale of this class of goods aside from the question of revenue to the central station, although it will be found to be a small factor in that direction. The tendency of the times is to have a portable table lamp in most of the rooms in homes. It seems to be a part of the equipment of the home from the standpoint of furnishing. I dare say that there are many homes that you can recall

wherein there are displayed two or three portable lamps. This thing has been recognized by many of the leading electrical merchandising men, who have started a campaign for energetically pushing the sale of lamps which has already met with pleasing and surprising results. The committee hopes that more companies will become interested in this problem.

STYLE MERCHANDISE

We have long been handicapped by not having enough different items for sale and have also lacked a style appeal to attract the women to our stores, and it is the woman's business that we are almost wholly catering to so far as electrical merchandising is concerned. The women are attracted to other stores on a style appeal, the changes in styles, etc. As far as electrical merchandise is concerned, there has been little if any of style goods. Your attention is called to the report of the committee on this subject. So far as is known, it is a matter that has never been brought to your attention before and it deserves careful and full investigation.

Never Crowd Your Show Windows

BY J. E. BULLARD

The windows of the pawnbrokers and the stores in the slums of any city are almost always crowded. The windows of the high-class stores in the better sections of the city are rarely if ever crowded. As a result one unconsciously gets the impression that the crowded window indicates a cheap store and the uncrowded window a high-class store. He may even come to feel that the reliability of the store having a crowded window is not above question while it is perfectly safe to trade at the store with the uncrowded window.

Electrical devices and appliances are high grade. They are higher in price than many articles found in stores. They are not purchased by the poorest people in town. Therefore, it is desirable that the store or salesroom in which they are sold have a high-class appearance. It is extremely hard to give the establishment this appearance if the show windows are always crowded. It does not pay to use them for stock

rooms because it drives away business by giving the people who pass a low opinion of the concern.

CONCENTRATE ATTENTION TO ARTICLE EXHIBITED

Keep the windows clean and display only a few articles in them if you want to prepare the passers-by to spend money with you. One article displayed in the window with an attractive setting will result in far more dollars flowing into the cash register than would a whole window full of miscellaneous goods.

Remember that a cluttered-up place gives the impression of unreliability and cheapness, and a neat, orderly place free from crowding gives the impression of reliability and quality. The only way people can be persuaded to spend their money for electrical devices and appliances is to make the place where they are sold breathe reliability and quality. To do this it is absolutely necessary that the show windows be never crowded.



The new electric shop of the Philadelphia Electric Company. An attractive display of portable lamps and electric heating appliances is maintained here on one of the busiest corners in the Quaker City.

Philadelphia Works Out a Broader Appliance Policy

How Local Dealers Will Be Helped to Finance Deferred-Payment Sales of Household Appliances

By C. H. ZILLESSEN
The Philadelphia Electric Company

IT IS OFTEN a good thing for one's business to go out and find out what the other fellow is doing. In spite of the fact that every business man says, "My business is different; I can't do things some of the other fellows do"—it has been thoroughly demonstrated that the same basic principles of merchandising underlie all business.

If this is the case, the electric appliance business can learn something from other businesses serving the public along more or less the same lines. The piano, sewing machine and victrola people sell to the same public as the appliance dealers—they sell a similar line of merchandise—and they sell this merchandise in absolutely astounding volume.

We have not heard so much lately about the "saturation point" as regards electric appliances. Probably

it is because "there just ain't no such animal." Several years ago a number of cities were presumably sold to the saturation point on electric appliances.

NO SATURATION POINT IN THESE HOUSEHOLD APPLIANCES

But do you think that such canny merchandisers as the Singer sewing machine agency in any one of those cities would have given up its business and crossed that city off its list as being no longer a market for sewing machines? Or would the piano houses have closed down—the Victrola dealers stop carrying talking machines? No. For these people say there is no such thing as a saturation point. In spite of the fact that one wonders where all the pianos and sewing machines go to, when everybody seems to have one,

it is an indisputable fact that the volume of this business is steadily increasing.

Here in Philadelphia we have it on excellent authority that the Victrola business is running 20 per cent ahead of last year at the present time. The general manager of one of our largest department stores says that his sewing machine business is \$30,000 ahead of the previous year.

These illustrations, which are actual facts, show what the other fellow in a similar line is doing. And they prove beyond a doubt that there is no such thing as a "saturation point"—particularly in a city the size of Philadelphia.

With the assurance that there is a big market for our goods, our next thought is to investigate the methods the other fellow uses to get his big

volume of business, and to compare them with our own.

We may take it for granted that the sale of any household utility, whether it be an electric household help or a non-electric appliance, such as the sewing machine, must be classed as a sale requiring special effort. Every household utility involving the expenditure of more than a nominal sum has only been successfully marketed in great volume by concentrated sales effort backed up by the time-payment idea.

The deduction, therefore, is obvious. If you want to market electric appliances successfully, you must arrange to sell them on deferred payments.

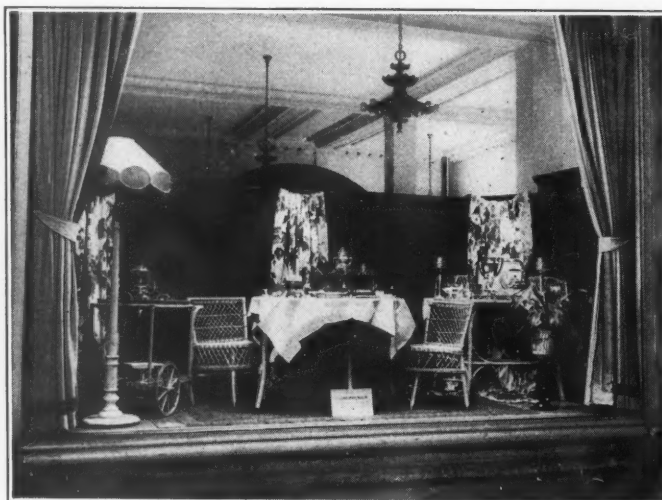
This point has been the subject of much contention. Going back to the other fellow who has successfully sold similar merchandise in great volume, we find that pianos, victrolas, sewing machines, kitchen cabinets and gas ranges are sold almost exclusively on time payments. No one could ever have developed these businesses to their present volume without the aid of the deferred payment plan.

These people cannot afford to spend anywhere from \$25 to \$150 in a lump sum. To get their business it is necessary to arrange easy-payment plans.

One of the main objections against deferred payments put forth by the electrical man is the high cost of

ing the account or by arranging with the manufacturer to carry them. This means that whenever we run a special campaign, advertising an appliance on particularly easy terms of payment, we will endeavor in every case to so arrange matters that the dealer can cash in, to a large extent, on our advertising, by enabling him to accept orders for the appliance being campaigned on the same terms as apply to our special sale. The extent of the business which the dealer can get on this arrangement is limited only by the efforts he puts forth to get it.

The same general arrangement also applies to the normal course of business on appliances. From our own standpoint, we do not feel that it is advisable to try to merchandise electrical appliances unless we can secure the right kind of profit. By so doing, we realize that it costs more money to sell on time payments, than it does to sell for cash. We will, therefore, arrange to get more money for appliances sold on time payments. It is our practice to add the carrying charge to the list price of the article, and at the same time



Attractive wicker porch furniture is used to set off the display of table electric cooking appliances in this window exhibit of the Philadelphia electric shop.

carrying the accounts. The way this is being handled in Philadelphia may prove an interesting solution and a basis for similar co-operation in other cities.

Realizing that there are a great many dealers who are unable, or do not wish to, finance time-payment



The window displays of the Philadelphia Electric Shop are kept up to date with "style merchandise" as this exhibit of parchment lamp shades gives evidence.



During April, a feature was made of house cleaning appliances, and special attention was directed to the sale of vacuum cleaners on easy payments.

For the homes into which these products go are the homes of the great middle class and the working class. They represent the 92 per cent of American homes where the housewife does her own work.

accounts, we will on those occasions when we offer special low term payments for a stated period of time, arrange in some manner to help the dealer finance his time-payment accounts. We do this either by carry-

to conform our selling price to the list price adopted by the manufacturer when we sell for cash. All apparatus in our stores in clearly market with the price—the first payment and the subsequent monthly

payments. Our schedule of time payments has been designed to keep the time limit within ten months.

CENTRAL STATION ENCOURAGES ALL LOCAL DEALERS

As the company that supplies the current, we are naturally interested in the development of the appliance business. It is our desire that every dealer here increase his business to the greatest possible extent. We feel that the more people there are selling, advertising and otherwise push-

ing appliances, the more business will be created.

Our company is going after the business in Philadelphia in a systematic, vigorous way, and judging from the results obtained during the past few months we will be able to secure a concentrated volume.

We will operate our appliance department on a basis whereby it must produce a recognized merchandising profit commensurate with the capital invested in this branch of our business.

"Electrify Your Home" Campaigns Are Under Way in 500 Cities

MORE than 500 different cities are listed in the "Electrify Your Home" house-wiring campaign. The Society for Electrical Development reports in the neighborhood of 1000 requests for material from these cities, divided about equally between members and non-members and between central stations and contractors.

While there was a slight delay in getting out the co-operative literature, large quantities of which have been shipped, more than 5000 complete lithograph window trims have been distributed and are being used in that many stores. The interesting inclosure leaflet, "Uncle Sam says, Electrify Your Home Now," has been reprinted four times; the letters to the housewife and house owner which the society furnishes at less than cost are in great demand.

The Public Service Company of Northern Illinois leads in ordering quantity material, 12,000 sets having been shipped to Chicago alone. South Bend, Ind., is fighting to close most of the 7000 unwired homes in that city; Vincennes and eight near-by towns in the same State have ordered heavily. And so it goes. Every state in the country has cities in which house-wiring campaigns are actively under way. California, the State of nearest saturation, has sixteen cities in the campaign.

A notable feature is the increased co-operation between the central station and contractor-dealer. In Brooklyn, Cleveland, Chattanooga, Jackson and some three score other cities, co-operative campaigns are being waged by all interests. The Commonwealth Edison Company, Chicago, reports the greatest number of houses ever

wired in a single week—416 contracts. But success is not confined alone to the larger cities. One man in Berlin, N. H., working with the Twin-State Gas & Electric Company, secured sixty house-wiring orders in less than one month following a unique plan of solicitation originated by that company, which enlisted the co-operation of the high school students of the city, the Chamber of Commerce and the largest "movie" house. The campaign is still progressing and has worked out so well that quite likely it will be tried out in other communities served by the company. The location of many of the cities which are engaged in the campaign is indicated on the map shown on this page.

In the little town of Washington Court House, Ohio, is H. E. Wilson, a contractor, whose bogie is fifty house-wiring contracts before the campaign ends. Among the smaller but most active individual central stations whose activities are at fever heat, are Electric Power Plant, Wall-halla, N. D.; Dakota Power Company, Rapid City, S. D.; Deming Ice & Electric Company, Deming, N. M.; Midland Water, Light & Ice Company, Dodge City, Kan.

Magazine Articles Sell Appliances

A contractor-dealer whose shop is located near the upper Euclid Avenue residence district in Cleveland, has evolved a clever method of letting magazine articles sell appliances for him.

A corner of his store is furnished as a tiny rest room—a good rug on the floor, wicker easy-chairs, a table containing an attractive portable and a vase of flowers, etc. When a woman customer calls while this merchant is busy with someone else, he excuses himself, invites the newcomer to sit down in one of the easy chairs, and hands her some recent household magazine which contains an article about electric appliances. Thus, instead of being impatient at the delay she becomes immersed in reading the best sort of sales argument by a disinterested authority.

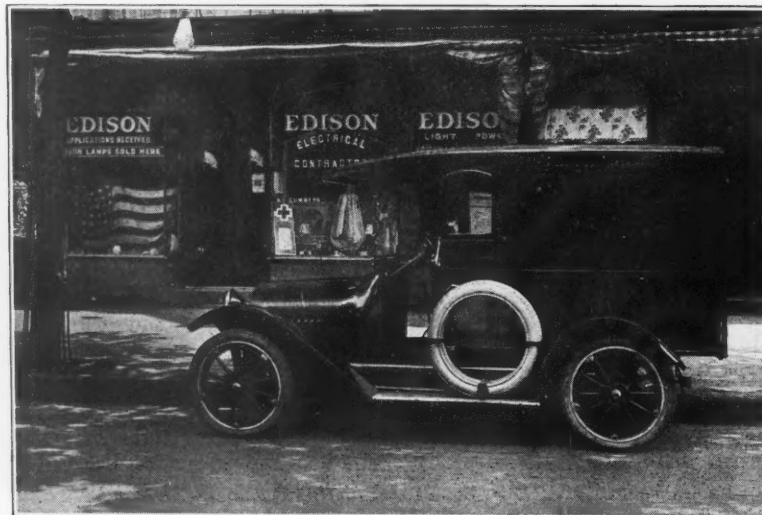
The idea is one which can be adopted by electrical merchants generally, for there are always good "booster" items of this sort in one or another of the women's magazines or in the women's pages of the Sunday papers.



Every dot on this outline map of the United States indicates a city in which house-wiring conditions have been directly influenced by the campaign fostered by the Society for Electrical Development and from which campaign sales helps have been ordered.

Lamps—the Sugar of the Electrical Business

Will the Contractor-Dealer Handle It? A Plain-Spoken Analysis of the Question, Setting Forth Several Angles of It Together with a Few Available Facts



The delivery wagon used by a Brooklyn lamp distributor to develop small agents, maintaining their interest in the lamp business by prompt deliveries, supervision of stock, assistance in making out reports and general educational work (by salesmen who drive the car and make weekly calls). This department has proved very successful in showing that small, new agents can be developed by such intensive work, educating them to be good lamp merchandisers and to increase their lamp business to the point where it becomes very profitable.

LAMPS are to the electrical trade what sugar is to the grocer. They are a staple—a necessity.

Quite naturally anyone with any kind of an electrical retail business wants to handle lamps. Also certain groups in the trade think at times that they should be named the retail lamp distributors for local territory to the exclusion

of other groups which also want to handle lamps. And so we have what is coming to be known as the *lamp situation*. Lamp distribution presents, therefore, a problem which the industry must solve. No single group in the industry working alone can solve it. Everyone will have to pull together to make it a real solution—a solution which will insure the public maximum lamp service and the industry maximum economy.

In the interests of this getting-together it might be well, therefore, to review the thoughts of the leaders of the various groups. Everyone ought to know what the others are thinking and a fair exchange of views ought to help untangle some of the present muddle. But first let us name the groups that have an interest in lamps. They are: The contractor-dealer, the central station, the non-electrical merchant handling lamps, the electrical jobber and the lamp manufacturer. All must be considered in addition to the public.

The contractor-dealer's point of

view is somewhat unique in that he, in most instances, until recently had very little point of view to speak of. He has not been, in the past, a real merchant. Now he has come to the conclusion that he wants to be a merchant. He feels very strongly on this point and it is his intention to show some folks who have maligned him in the past that he can conduct himself as a legitimate and successful merchandiser. He recognizes, however, the very great difficulty of conducting a retail business without handling any staple line. He recognizes that one very desirable staple line from the standpoint of profit and steady volume is lamps. He feels that he is very close to the public and that this will help him sell lamps. He feels that his contact with users of electric service in the capacity of adviser on home electrical needs and seller of electrical equipment gives him a hold on people that he should be permitted to utilize in selling lamps. He feels that the central station's main job is to sell electric service and that the central station

can cede him the lamp business in return for the very material help he can be to the central station in assisting it to maintain amicable public relations. The dealer, therefore, very generally blames the jobber for the participation of the hardware and the drug man in the present scheme of lamp distribution. In some cases he even thinks the manufacturer should aid him financially in his local advertising, in order to assist in his distribution of lamps. In isolated cases the contractor-dealer is at present doing some rather wild thinking, but almost everywhere he is making his claim that he wants to be the retail merchandiser of lamps and he wants that very badly. So much for the contractor-dealer.

TRADITIONS OF CENTRAL STATION SELLING

Now the average central station man incorporates considerable tradition in his thinking on the lamp question. There was a time when the central station had a very real need for controlling lamp distribution among its customers. The manufacture of lamps at that time was not an exact proposition, it being impossible to produce within close limits lamps capable of being operated at a specific voltage. This situation absolutely does not exist at present, owing to the introduction of the tungsten lamp which can be

manufactured to operate within very close limits. During the early period the central station of necessity acquired control of the lamp distribution, and in many cases it still holds the reins. That it has not released its hold appears to be largely a matter of local conditions. There has been some feeling also that control should be retained until it was certain that some other able agency was really ready to handle lamp sales.

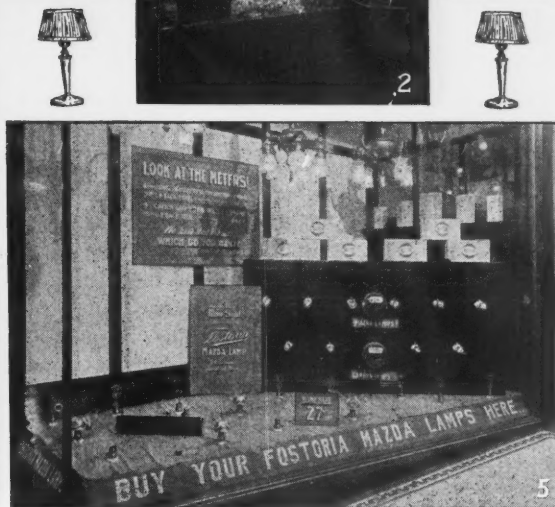
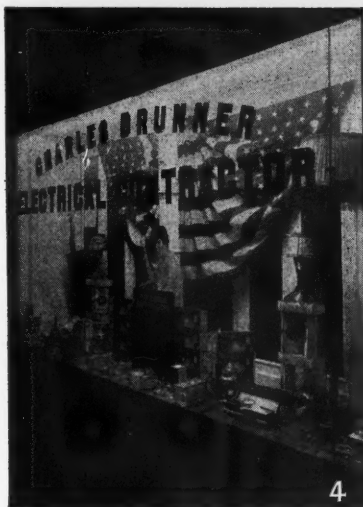
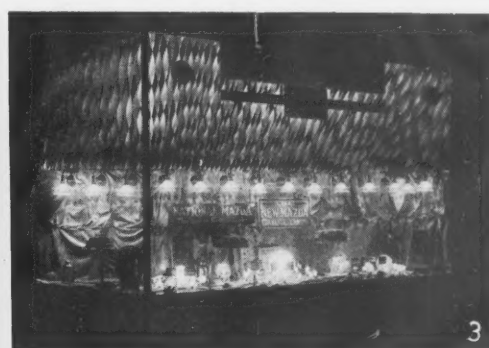
The central station man knows

central station has entire control of the lamp distribution. It is not even always the case where free renewal exists, but even so, there are at present many instances where the central station man would be very glad to get out from under the free renewal expense. And free renewal is considerable expense. If the fixed charges on certain central stations are excepted, the items of central station expenditure range as follows: First, coal; second, labor; third, lamps. Lamps are actually

ing out, however, for the plan which will most nearly assure him that every customer's socket will be filled, and for this stand no one can blame him who has the interests of good electric service for the public at heart.

DEALERS MUST BE READY

As an interesting example of what happens if the electrical trade is not prepared to take up the business of selling them when the central station quits giving away lamps, Minne-



1. The window display of J. Frankfort, a contractor-dealer of Brooklyn, where lamps have been on a merchandising basis for two years. In a period of twelve months Mr. Frankfort's lamp business has grown from a \$300 "probationary agency" to a \$2,500 "A" agency.

2. The window of K. R. Schullstrom, a New York City dealer, whose display shows an artistic arrangement of lamp advertising, portable lamps and electric heaters.

3. The successful lamp dealer must learn to co-operate with the central station no less than the central station must co-operate with him. And he must also find a way to put the right-voltage lamp into the hands of each customer, advising the non-electrical buyer the proper-voltage lamp for his home circuits.

4. Window displays are put first in their relative sales-pulling

value, among all the merchandising helps which the lamp dealer can use to get Mazdas into the hands of the public. Passers-by stop to look at the windows—and then come in to buy.

5. Mr. Brunner, returning from war service, recently opened a new corner store at 556 Columbus Avenue, New York City, and devoted both windows to lamp advertising. In the first two hours the new store was open, this agent sold \$20 worth of lamps in small lots. His sales have since increased rapidly on electrical merchandise as well as lamps.

6. A window display from the store of Kellogg & Bertine at Madison Avenue and Fifty-ninth Street, New York City. The lamp sales of this firm grew from \$600 to \$5,000 in two years, due principally to intensive use of window display material and to the firm's ability as merchandisers.

that he has less need to control the lamp situation now. What he does want and has a perfect right to want and get, is a full and satisfactory assurance that all sockets on his lines will be filled. This would certainly not be the case if lamp distribution were left to any hit or miss scheme. In fact, it is not always the case, even under conditions where the cen-

third on the list of large items purchased. The outgo they represent is perhaps 10 per cent of central station expenditures where free renewal exists if the outgo for funded indebtedness is excepted. Most of these facts the central station man realizes fully and will admit freely when they are called to his attention. He will always be found hold-

apolis, Minn., stands as a case in point. The central station company there stopped free lamp renewals several years ago. At the present time, at least in the opinion of the new business manager of the company, many local lamp sockets are empty. The main distributors of the lamps in the city are of the opinion that 50 per cent of the lamp business is done

through non-electrical channels. In fact, the non-electrical merchants are the only ones who are really happy over the lamp situation. They have nice large contracts with the distributors and are making fair profits, and all the small contractor-dealer can do is to nibble at the edges, for he has allowed a powerful influence to get a grip on the market. He can tear this grip loose at this stage of the game only by a long campaign that he is illy-prepared to afford. Minneapolis stands as a lesson to the electrical trade. It is all right to talk about the central station stopping free renewal of lamps. That probably will happen in a large number of cases unless something radical is discovered to assist in reducing the operating costs of central stations. But when the central station releases the lamp field in any individual city, care should be taken that the electrical trade will be ready to take care of the business and not let the money that might be made out of this staple drift from pure neglect into non-electrical coffers.

THE NON-ELECTRICAL LAMP DISTRIBUTER

One of the most interesting characters in this lamp situation is the non-electrical merchant who in some way has begun to handle lamps. The hardware merchant is easily typical of this class. Possibly he handles his lamps in connection with his cutlery department. He no doubt started out with a \$300 contract which gave him a profit of only 17 to 4 per cent, perhaps less than his overhead. He took it on, however, to give at a trial. He made a feature of selling cartons of lamps instead of the one or two which the customer asked for. He soon worked the lamp business up into a real retail trade. He probably has reached a point now where he is on a \$5,000 contract and is making a profit which he considers satisfactory, in spite of the fact that his overhead is probably more than 23 per cent, or that which the average electrical dealer assumes he has. This hardware man thinks the lamp business is a good business. He is of the opinion that if all other lines which he carries were as "clean" as lamps and carried the same profit, he would be mighty happy. He recognizes that it requires no wrapping, that the breakage amounts to almost nothing, that there is nothing in the stock to deteriorate or get out of style.

He knows that the national advertising of the manufacturers creates the business for him. He firmly believes that any electrical merchant who cannot take the same line and make money on the same scale of discounts which he has been offered is either no merchant or is trying to hog all the profits. He is not particularly interested in the difficulties of the electrical industry. All he wants is to be let alone so that he can continue to sell lamps.

Another non-electrical dealer in lamps, which in some localities should be considered, is the drug store. But upon a close analysis of the class of lamps handled by the drug stores and the class of lamp business done by them it seems only fair to say that the drug store lamp business is very generally a cut-price proposition. Moreover, the volume, comparatively speaking, is not large.

Another interested party is the jobber. The electrical jobber's problem has been to get lamp distributors who would distribute. He believed he could not afford to be too choicy. He had to go out and find dealers who could sell lamps and who would sell them. In some places he has been forced to take on non-electrical dealers because of the lack of merchandising ability in the local electrical trade. In some cases he has been a trifle "grabby" in the matter of industrial plant business, but perhaps on the whole he has been as much sinned against by incompetence within the electrical trade as he has been sinning for the extra margin against the electrical trade.

Last but not least in this string of interested lamp people is the manufacturer. He quite naturally feels

that he has a duty, not only to his stockholders, but to the public. He wants to make money and good lamps, and to make it easy for the public to buy lamps, and for his distributors to make money. He is not particularly concerned about who handles lamps as long as they do a good job of it, except that as a matter of sentiment he would probably like to see the money stay in the electrical family. He can certainly be expected, however, to favor the dealer who proves to him as a manufacturer that he knows how to get the lamps over the counter into the hands of the public and into the sockets of the homes.

While these various branches of the industry each continue to hold their beliefs, men in other industries who know anything about the lamp situation look on in amazement and continue to wonder how we get away with it. And that, indeed, is the great wonder—how the electrical industry has managed to grow and thrive as it has, maintaining the while a system of commercial distribution that looks like a Chinese puzzle.

LAMP SITUATION WILL BE SOLVED BY GOOD MERCHANDISING

The signs of the times are encouraging, however, for it appears that something more orderly will grow out of the activity of the contractor-dealer. In the days to come he will probably be a greater and greater factor in lamp distribution, but it is not to be believed that he will ever get the lamp business handed to him on a silver platter. If he wants it he will have to go out and get it. He will have to build it up in the same way as the hardware man did. He will have to use window displays. He will have to learn how to use the telephone to find out whether Mrs. Smith has empty sockets at home, and to convince her that in the interests of economy and convenience, she should fill them. He will have to learn how to use the manufacturer's literature to assist in creating a demand for lamps. He will have to learn how to write letters that will make the customer see the danger of falling down the basement stairs if he doesn't put a lamp in that cellar socket. He will have to learn how to quit kicking and how to get to work. When he does that, he will know he is the real merchant, and then the lamp situation will have been solved.

The July Issue of ELECTRICAL MERCHANDISING Will Be the *Electrical* *Contractor-Dealer* *Convention Number*

Annual Convention National
Association of Electrical
Contractors and Dealers
Milwaukee, July 16-18

"Style Merchandise"

You Must Seek Customers for Your Electrical Staples, Labor-Saving Devices and Notions; But When It Comes to Style Merchandise Your Customers Will Seek It on Their Own Initiative—
How to Buy, Price, Display and Advertise Electrical Goods Which Satisfy
and Interpret the Beauty-Loving Instinct

WHEN we speak of *merchandising*, we amateurs of the electrical industry, we always seem to have in mind the elements of *salesmanship*. And that is natural. For we electrical men have learned to be salesmen. Salesmanship has been a powerful influence in the upbuilding of our wonderful industry—salesmanship by manufacturers, by jobbers and by dealers. But we have only lately begun to interest ourselves in *merchandising*. We have not yet developed any large number of real merchants.

When an electrical man opens a store, therefore, being by nature and tradition an electrical man, he seeks first to win success in his new enterprise, in his own way, by *salesmanship*. He overlooks the fact that in the department store, which is the highest development we have in the science of merchandising, this salesmanship we think so much about is looked upon as actually secondary. The first consideration in the big store is the purchase of merchandise which will satisfy the buying public's immediate demand. If we would be merchants in a man-size way, we must understand these things: We must know the satisfying power of the different kinds of merchandise, and we must direct this force as carefully and as effectively as we would our salesmen and our advertising.

IN a department store there are three kinds of merchandise—staples, notions, and style merchandise. (And mark this well for you must have them all in your store!) Staples, of course, are those things each one of us is obliged to buy, the things we always use and must replace as they wear out, like underwear or groceries or wall paper or door mats. Notions are—well, you know. They are novelties—the kind of thing that catches the eye, surprises us and sells itself on the moment, the little thing we pick up here

and there, not needing it particularly but wanting it when we see it. It may be a special kind of butter jar, a silver toilet set, a picture frame, a patent mouse-trap. Style merchandise embraces that varied class of goods that is ever changing in color and design and which never-ceasingly expresses what we call "the style." It is a woman's hat, a man's necktie, a shoe, or any other article of clothing. It is a table lamp, a leather bag, jewelry, linen, "du-fun-nies" for the motor car. Style merchandise is the endless variety of things to wear or things to use that people sell and buy because they want to be in style—to express their own individuality.

THE clever man behind the big department store, knowing the art of retail merchandising that the experience of generations of general merchants has evolved, combines these three classes of stock. He knows that people won't come clamoring for staple goods. They buy staples when they need them and they will not come into the store to look at staples until that time. He knows that people normally will not come seeking notions. They buy novelties just incidentally or on occasion.

But the department store merchant knows that his style merchandise is an unfaltering attraction. It has inherent shopping appeal that brings people into the store to see what is new, and when they come they buy not only style goods but notions and staples also. So every department store plays up style merchandise in its display and in its advertising.

FOUR KINDS OF MERCHANDISE FOR AN ELECTRIC STORE

TO show how this all-important classification applies itself to the electrical store and offers us the selling-power of merchandise in the same way, look at the goods we have

to sell. Electrical merchandise divides itself into at least the same three groups with the same sales value—or perhaps better yet, into four groups—staples, labor-saving devices, notions, and style merchandise. We have all of these groups, but in how many electric stores do the proprietors appreciate and utilize each class to its full value?

OF course, the variety of stock is limited in the electric store and lacks the scope and swing that give the department store man his freedom to operate in a big way, and yet there is sufficient variety in the electrical store to permit the dealer to be a real merchant. The staples are the Mazda lamp, fuse plugs, the flashlight battery, dry cells. They are used constantly. They are necessities. Customers come back for more of them from time to time.

In the labor-saving line there is a varied assortment of specialty goods, embracing vacuum cleaners, clothes washers, ironing machines, dish washers, kitchen motors, ranges and many of the small heating devices. They are sold by first selling the idea of labor-saving, convenience, comfort, economy and "doing it electrically." They form a great group for which the market is developed by progressive education.

In our notions we have plugs, sockets, luminous bulbs for pull chains, flashlights, flexible cord, lamp guards, some types of shades and reflectors, odds and ends. The number of these novelties in electric stores varies greatly.

BUT your customers do not come back again and again to look at your staples. They do not call to see your labor-saving line until you have sold them the idea. They will not feel much interested in your notions. The only thing that you can feature in your store, your window, and your advertising that will stimulate into action a conscious or unconscious



Hand-Painted Glass Shade

Silk Shade Floor
Lamp

Metal Overlay Shade

Silk Shade Boudoir
Lamp

Artistic portable lamps are the finest example of "style merchandise."



Silk Shade Floor Lamp

Hand-Painted Glass Shade

Parchment Shade

If you stop to look, what do you suppose your customer will do?

demand already existing in their own minds, that will satisfy their beauty-loving instinct, lure them in to see, bring them back to look again from time to time, is your style merchandise.

Style merchandise in the electric store means first and foremost artistic portable lamps of all descriptions. Also, it means artistic types of percolators and teapots, brought out from time to time and featured as something new. And it means, with, in appropriate limits, such kindred merchandise as lamp shades, trays and tea cups for the pot or percolator and other sensible and artistic accessories to your electric lines that will increase the interest in and the appeal of your merchandise—that will interpret for them their own cravings for home furnishings that are beautiful.

PORTABLE LAMPS—YOUR MOST PRODUCTIVE FEATURE

MANY electrical men have looked upon the electrical shop as primarily a store for the sale of flat-irons, toasters, percolators and the labor-saving group. And true, that is their most important function when we are thinking of the service which that store will render the community. But from the merchandising standpoint, with an eye to the prosperity of the store, it is the portable lamp—style merchandise—that is a most important element in your business. Look at the records of any shop. It is the portable lamp that has paid the biggest margin of gross profits. It is the portable lamp that gives the most appealing and artistic touch to both your window and your store display, if you so will. It is the portable lamp and your other style merchandise that has done more than any other thing to bring the shopper through your door.

In the portable lamp alone you have something to offer in answer to the universal desire for things of beauty. *Look at the pictures on the other side of this page.* What else is there among your merchandise that gives this touch of color, this expression of art, this style effect, that so interprets one's love for the beautiful? Without these art glass table lamps, this silk shade floor lamp, these richly finished boudoir lamps and reading lamps and the other secondary kindred style merchandise, what have you left to give this note of beauty to your store?

THE problem in selecting this all-important style merchandise for any store is, of course, to buy the goods that your particular public will eagerly shop for. This involves a careful analysis of the local trade—the inevitable combination of the wealthy, the middle class and the cheaper trade. The merchant must study the habits of the department stores and other shops in town and choose his assortment of style merchandise to suit the greatest number of his prospects, always remembering that the great mass of buyers strive to follow the lead of the "ultra" trade and buy as they do.

BUY your style merchandise in so far as possible, so that you will have handsome, costly portables for the wealthy, and less expensive similar models for the middle class trade. When the "ultras" patronize your shop, the other shoppers will come there seeking similar style merchandise. Buy to increase in every way you can, the number and variety of articles which can be sold at a good profit and that beautify your store and add to its "shopping personality."

In the buying, the merchant, be he central station man or dealer, cannot rest content to take alone what salesmen bring to him. He must go to the market and get in touch with sources of supply. Many of the manufacturers have spent years in the study of the marketing of style goods. They have practical suggestions that will help you.

PRICING YOUR STYLE MERCHANDISE

YOUR success in selling style merchandise from an electric shop will depend not only on intelligent buying, but also on proper pricing, display and advertising.

If goods are well bought, the matter of pricing is simple. In many stores the mark-up on portable lamps is 100 per cent on cost or 50 per cent on selling price and it is often customary when selling special numbers to have a mark-up of 50 per cent on cost or 33½ per cent on selling price. If it is found that a certain item of merchandise does not move, it is standard practice to reduce the price and move the stock. For successful merchandising involves the question of turnover and requires that when a loss must be taken, it be taken immediately.

Whole books can and have been

written on the display and advertising of style merchandise. Apply standard practice to style merchandise in the electrical store.

IN displaying portable lamps and other style features, each piece should be so arranged as to express its own individuality. Use good contrasting backgrounds and table coverings, for one good feature so displayed will bring more people into the store and sell more goods than any window full of miscellaneous stock.

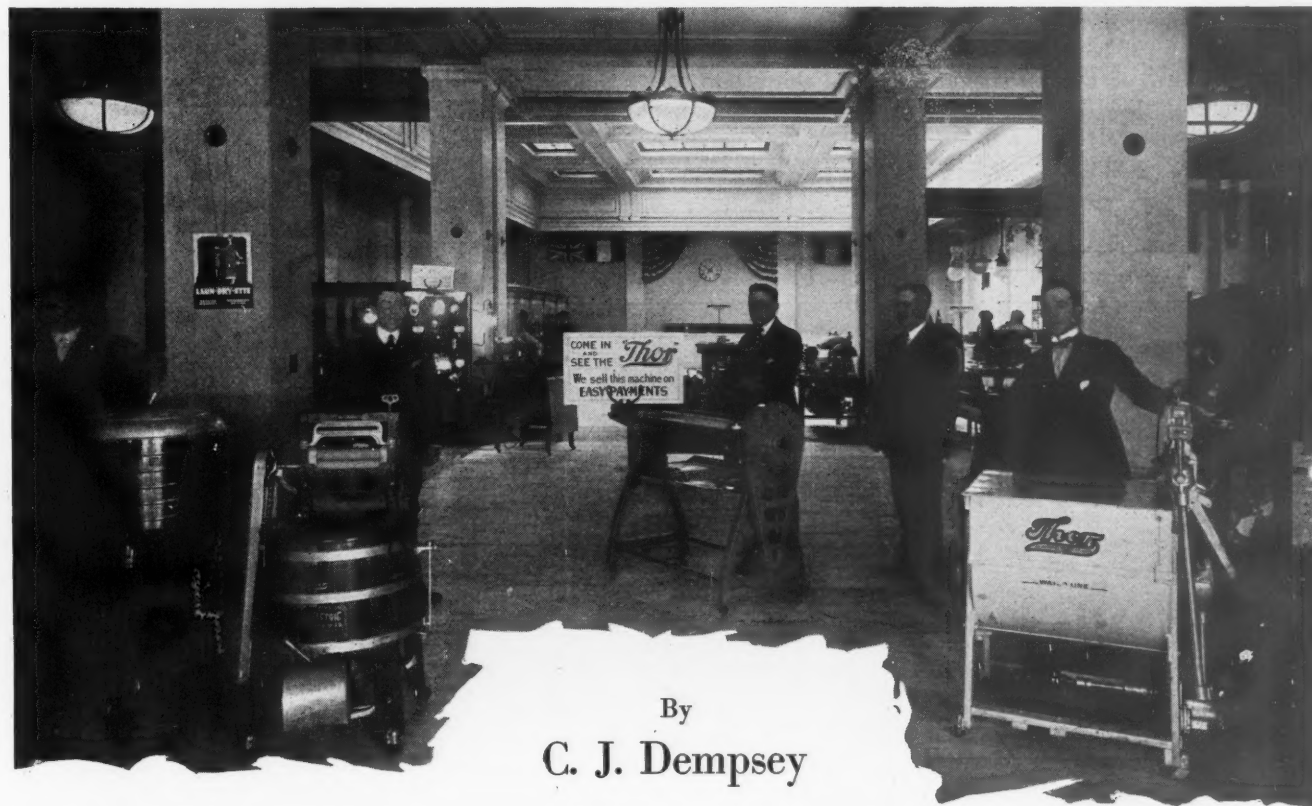
It is wise to show portables that have "ultra" appeal not only to sell the "ultras" themselves, but also because the middle group of buyers will be attracted by this class display, and will come in to see if they can find something in the same style to fit their pocketbooks. In the store display it is well to group the high-priced numbers by themselves. Work from the high price to the cheaper. *Don't mix them.* For when high and low-priced lamps show side by side the higher quality is cheapened in the effect, and the lower-priced goods are not made more attractive.

Style merchandise should be well supported by good advertising throughout the year with the strongest emphasis at Christmas time. This is the line that people seek. Let your printed publicity extend the influence of your window and your store display to tell more and more people that the style goods that satisfy their buying desires are here. Make style merchandising appeal to the love of the beautiful which is inherent in every human being.

THE GOOD-WILL VALUE OF STYLE MERCHANDISE

SUCCESS in merchandising is based on good-will before all else, and nothing in a store contributes more to the upbuilding of good-will than well chosen and sustained style merchandise. It attracts new people, wins new customers and implants the idea of doing it electrically, because people react to the beauty of a handsome portable lamp in response to their inherent love of the beautiful who would never come in to talk about the electric labor-saving idea. But once in the store, they are then in excellent frame of mind to be sold your appliances. This style merchandise interprets human nature to your profit.

How Co-operation Sold 143 Electric Washers in Two Weeks



By
C. J. Dempsey

Central Station and Dealers in Albany, N. Y., Decided to Test Out the Value of
Their New Local Contractor-Dealer Association—And It
Worked to Everybody's Profit

THERE are some localities, even in the East, where the conviction has existed for some time that to the contractor-dealers should fall the task of distributing electrical appliances and devices to the public. Albany, N. Y., is one of these communities.

After hearing W. L. Goodwin's message more than a year ago, the contractor-dealers reorganized and joined the State and national associations. In Albany all contractor-dealers who qualified under the association's definition are members of the organization.

Alexander Anderson, manager of the electric department of the Municipal Gas Company, was particularly impressed with the Goodwin idea, realizing that on our Western

coast there had been worked out what he had been struggling to accomplish in Albany for several years. He renewed his interest in the affairs of all who were dependent directly or indirectly upon the electrical industry and joined the local contractor-dealers' association, of which he recently became president.

The association decided to see how some of its theories would work out in a washing machine campaign which it undertook jointly late in February, 1919. Success beyond expectations attended the contractors' efforts, although Albany is not a particularly good place to dispose of these labor-saving devices; not because the people do not have the money to buy them but for quite the opposite reason. There is not the

large middle class to be found in Albany that there is in many other places, but there are a great number of families that have plenty of servants. These families have not felt the need of labor-saving devices.

The campaign lasted two weeks and 143 machines were sold in addition to four ironing machines and eight automatic gas water heaters. One of the dealers sold thirty-five machines in the vicinity of Albany which were not included in the above figures, because the sales could not be traced directly to the campaign. No doubt the campaign helped these sales indirectly. Many sales have been made since the campaign closed. Some small dealers who were selling about a machine a month are now selling from one to three per week.

Following is a list of the dealers participating in the campaign: Albany Hardware Company, Alpha Electric Company, C. J. Bernhart, Esco Electric Supply Company, Park Electric Company, Schroeder Electric Company, J. C. Carney, Havens Electric Company, Kirkland Electric Company, George Work, and F. W. Newman & Son.

The two jobbers of the city who are also in the retail business co-operated to the fullest extent with the retailers. One of them went so far as to suggest that they take part in the campaign solely as distributors, but so many plans had been made that this offer couldn't be taken advantage of. In future campaigns, however, this may be the procedure.

for instance, was sold on time payments for \$130; the first payment of \$10 was retained by the gas company. They then paid the dealer \$120 cash which was collected with their bills for current within one year. Strange to say the easy-payment plan was not taken advantage of as fully as was expected. Seventy per cent of the machines were sold for cash. In these cases the entire cash price went to the dealers.

Great effort was made to get and hold the attention of the public. In addition to the usual newspaper and street car advertising, the expense of which was borne by all concerned, a series of letters was sent residence customers of the lighting company by the company, followed up by tele-

make of machine would indicate that it paid.

During the demonstration, towels of the barber shops of the city were washed. Many machines found their way into the homes of the barber shop proprietors and employees.

Every afternoon at 4 o'clock twenty-five or thirty trucks of the gas company bearing large posters calling attention to the demonstration assembled and paraded through the principal streets.

What remarkable devices these machines are to command the attention of women and open up an endless chain of prospects was shown by the experience of one of the dealers who had occasion to go to a house where one of the machines had been sold one Monday morning. He found six women of the neighborhood watching the machine in operation—a washing machine party.

The action of the dealers in electing the central station manager president of their association is no doubt largely responsible for the unusual harmony prevailing between the contractor-dealers themselves and the lighting company. Their problems are his problems. He is the disinterested third party in every dispute; settling questions which would be difficult of solution in most associations. The dealers are friends in Albany.

If these harmonious relations and merchandising plans could be followed out in all communities, the electrical industry would commence to feel in a substantial way what co-operation really is.

"V" Signs and the Victory Loan

During the Victory Liberty Loan campaign just closed, instructions were sent out to all Doherty companies to search out all unused letter "V's" in electric signs in local stocks, and place these around town, lighted, where they would draw attention in many cities, and doubtless helped in the general loan publicity in each community.

In addition to putting up unused V letters, the patriotic commercial department at Galveston, Tex., also dug out a lot of color caps, and sent men around town to place these on all V's in lighted electric signs in the city, so that wherever the Galvestonian might look he found an illuminated or colored "V" reminding him of his patriotic duty.



The servant in the part of the window labeled "The Old Way" was impersonated by a very tired looking negro girl, which, of course, made the window all the more effective. Towels from barber shops were washed in the machines in the window. Many barbers bought machines.

The headquarters of the campaign was the display room of the Municipal Gas Company. In accordance with the usual custom in Albany it was the privilege of all the dealers who had washing machine agencies to send a sample machine to the gas company. This was done and in most cases a special demonstrator was sent along to explain its operation to the thousands of people who were interested or came in to pay their lighting bills.

Each dealer also made a drive to sell the machines at his own place of business, having one or two in operation in the window or on the floor.

The gas company made arrangements for the sale of machines on the easy-payment plan. A \$125 machine,

phone calls. Both windows of the gas company building were given up to advertising washing machines, as shown in the illustration. The servant in the part of the window labeled "The old way" was impersonated by a very tired looking negro girl which, of course, made the window all the more effective. A different machine was placed in the window each day.

The demonstration at the lighting company was managed by I. D. Parmelee, to whose efforts was due much of the success of the display and the harmony between the dealers and demonstrators of the different machines. One of the manufacturers of the machines thought the occasion important enough to send along his sales manager. The sales of this

Is There Any Money in Farm Lighting?

Dealers in Nebraska, Pennsylvania, Ohio and Indiana Answer This Question for You with Figures Out of Their Books—What Cash, Brains and Good Judgment Can Accomplish

By J. G. GEORGE

THREE years ago a man called "Bill" by his few friends, lived in a little town in Nebraska. His credit was bad. His wages had been garnisheed at the last place he worked. His total assets, he himself declares, amounted to \$3.18 and an old Ford car. Hard luck was just about to put the skids under Bill. To-day that man is not just Bill. Everyone in five counties knows him by his new name "Farm-light Bill!"

He has stepped out of and ahead of the great nondescript bunch of Bills. He is somebody. Why? Because he made money? Yes, that is one reason. But the big reason is because he has done a service in his five counties. It is something he is proud of. His territory is proud of him, too. And only last month he showed me a monthly statement that his bookkeeper had taken off as of March 1. That statement showed Bill's total assets to be \$76,507.29.

There you are. Does that tell you whether there is money in farm lighting? Think it over. Bill had \$3.18 and a Ford car. He worked three years. He became Farm-light Bill. To-day his assets total more than the annual salary of the President of the United States.

To go further in proving that his assets show real money made, look at a more detailed statement of them. His stock of merchandise figured at cost prices amounted to \$30,000. He had \$3,418.18 cash in the bank. His



If you "carry your light under a bushel," make it a glass bushel—to modernize an old expression. At least that seems to be the idea carried out by a farm-light distributor in Cleveland. He believes not only in taking a farm-lighting plant out to his farmer prospects, but also in letting folks all along the road get a glimpse of the plant. A good idea, too.

accounts receivable, which are all considered good, amounted to \$25,793.81. Notes receivable totaled \$10,300. That makes total quick assets of \$69,511.99. To this may be added \$5,551.30 as the actual value of tools and machinery, \$789 for fixtures and furniture and \$655 for real estate, making the grand total \$76,507.29.

On the liability side of the ledger are also some interesting items. They are capital stock issued, \$26,000; notes payable but not due, \$13,532; owing for merchandise, not due, \$5,000, or a total of \$44,530. This shows a net worth of \$31,977.29. Not so bad for three years' work!

Did he make it all selling plants? Not by any means. His business will divide on a 50-50 basis between plants and electrical appliances for the farm. Here is what he calls an average order. A plant at \$515, a power stand at \$50, fixtures at \$110 and a vacuum cleaner at \$45, makes \$720 total. But in addition to this 30 per cent of the plant buyers also order a

shallow well pumping outfit at a cost of \$250. So without figuring installation costs the average order will run between \$720 and \$970. Adding installation costs will make the average order hover snugly around \$1,000.

Just to show that Platte Valley with its shallow wells has nothing on Pennsylvania with its hills and its spring water, look at the records of a dealer in the rural districts of the steel-mill state. Appliance

orders at list prices are his unlimited objective. On one recent afternoon he sold three customers each a \$1,000 bill of goods. The water system and the electric iron he knew he could sell with the plant. In fact, the customers almost admitted that they were buying the plant to operate these accessories. The plant at \$495 without freight, the iron at \$6.35, and the water system at \$195 made a total of \$696.35. But by intelligent sales effort each bill was increased by the addition of a washing machine at \$150, a vacuum cleaner with attachments at \$48, a 42-in. ironing machine at \$143, and a vibrator at \$15. This brought the total of each sale up to \$1,052.85. Not such a bad batting average for fellows that went into the game on a shoestring!

But not all of the successful ones start from zero. Many of the men who are making money out of farm lighting were men who had going businesses before farm plants came



Is a piece of machinery an attractive thing to look at? J. V. Dye, president of the Dye Electric Company at Galion, Ohio, believes that it is. So he put a farm-lighting plant right in the front window of his store. The window proved its pulling value in selling the plant to his farmer prospects.

along. For instance, in Ohio there is a very successful agent who lives on his own 80-acre farm. At home he spends just enough time to direct the major agricultural operations. I asked him how he figured he could devote his time to selling farm-lighting plants when the wheat he could raise from his own farm was selling at \$2.26 a bushel. He gave me some figures which he asked me not to quote. Suffice it to say, however, that the income from his plant and appliance sales positively dwarfed any possible return from the 80 acres. I didn't want to believe it at first, but his figures about convinced me.

Another agent, in Indiana, was formerly a successful jobbers' salesman. He made a deal with an electrical contractor-dealer in a town of 5000. The terms of the agreement were that the dealer's stock was to be inventoried at cost prices and that the salesman was then to put into the business an amount of new money equal to the value of the stock as shown by the inventory. The firm was then to become a partnership in which the two men shared profits equally.

A part of the new money was to be used in developing the farm-lighting business. This firm then hooked up with a live farm plant manufacturer. Since it began operations on its new

basis it has been turning its entire investment at the rate of nine times a year.

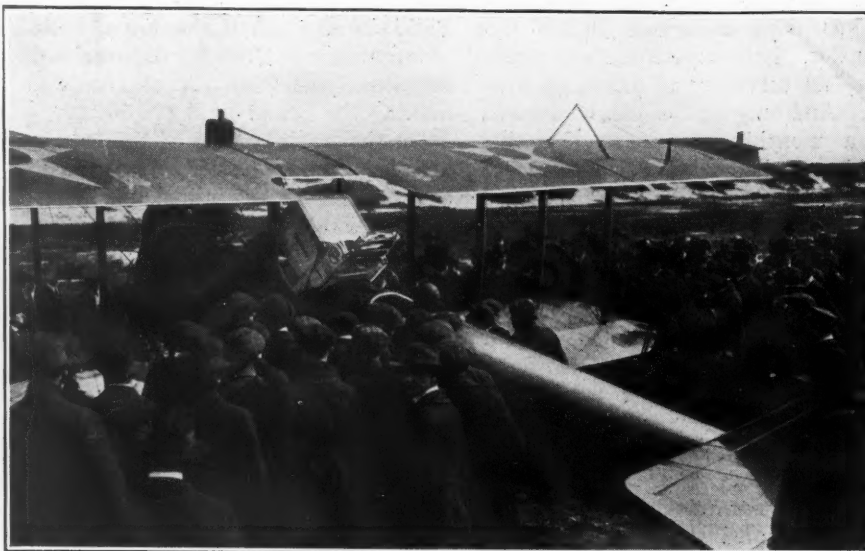
These men picked as examples in the farm-lighting field are not the ultra-successful men. Others made more from the business than they did. They are, however, fair representatives picked from among the good agents of the country. Their success is of a type which they themselves declare any agent can achieve if he is willing to put in good hard work and a little judgment.

First Washing Machine Delivered by Aeroplane

Aerial delivery of merchandise, like electrical development thirty years ago, is "in its infancy"; but a start has been made and only the future can show how far transportation of goods through the air will be adopted as a special or emergency measure in industrial operations.

For the first time in its history the Federal Electric Company of Chicago delivered a standard electric washing machine of its own manufacture by aeroplane on March 11. The start for the journey in the air was made from Grant Park, on the Lake Front, about 1 p. m. and was witnessed by a number of spectators. A washing machine weighing about 180 lb. was strapped in the front cockpit of the aeroplane used and was delivered to the home of the purchaser, Rufus C. Dawes, at Evanston, Ill., in about twelve minutes, about 12 miles distant.

The machine used was a standard United States Army Dayton-Wright training plane driven by a 110 hp. Curtis engine. This machine, having been purchased from the United States government, is the property of Lieut. Ralph C. Diggins, the aviator who conducted the flight. Lieutenant Diggins was in the 92d Aero Squadron of the United States Army during the war. This was one of the first aero squadrons assigned to service on the Western front. Lieutenant Diggins was trained in England, using the De Havilland bombing plane.



A washing machine weighing about 180 lb. was strapped to the front cockpit of the aeroplane and was delivered at its destination in twelve minutes, the distance covered being 12 miles.

Studying the Customer from Behind the Counter

What a Clever Woman Investigator Learned About the People Who Come to Buy and to "Shop" in the Retail Store of the Utah Power and Light Company

THE Utah Power & Light Company is a \$65,000,000 central station corporation which operates in Utah, southeastern Idaho and western Colorado, with twenty power plants serving some 300 towns and communities. The company maintains retail stores in the majority of the communities it serves and operates a very large and finely appointed retail store in the heart of the shopping district of Salt Lake City.

For the past six years all store advertising and general publicity of the Utah Power Company has been in charge of the L. S. Gillham Company, a Salt Lake City advertising agency.

"While our copy writers have co-operated very closely with the sales people of the Salt Lake City retail store during the past six years," says L. S. Gillham, head of the organization, "we felt, on Jan. 1 of this year, it would be a good plan to check up on the mental attitude with which the average Salt Lake housewife approached the purchase of electrical appliances in the company's largest retail store in Salt Lake.

"Therefore, we made arrangements for Miss Higgs, a very clever woman copy writer on our staff, to visit the company's retail store regularly, get in back of the counter, and stand beside the sales people as they waited on customers.

"Our instructions to Miss Higgs were to observe carefully the mental attitude of prospective purchasers for electrical appliances, and to then draw her deductions as to the sort of copy best suited for this year's advertisements for the Salt Lake City retail store."

The observations and deductions thus made seem to be of unusual interest, and **ELECTRICAL MERCHANDISING** is reproducing them herewith, believing that they will prove of usefulness and value to many sales executives, salesmen and retail appliance advertising men among our readers.—EDITOR.

ONE of the most interesting observations of my experience at the Utah Power & Light Company's Salt Lake City store was that the prospective buyers very seldom come alone. They come in twos or even threes. Often these "twos" take the form of a man and his wife, or two women, or a woman and a girl. Two men rarely come.

If one person does come in alone, he finds out all he can, but waits in buying. It seems that in a purchase of this sort, he wants someone to support his judgment and witness the ceremony. Once, while I was there, a woman came in to look at a washer—not for herself, but for a married daughter!

Nearly everyone is converted more or less to electricity. And if they aren't—they want to be. It's really surprising, in my mind, how anxious everyone is to believe in the estimable qualities of electrical service. It's just exactly what many women have been wanting for a long time. They want this happy freedom so badly that—in a way, at least—they

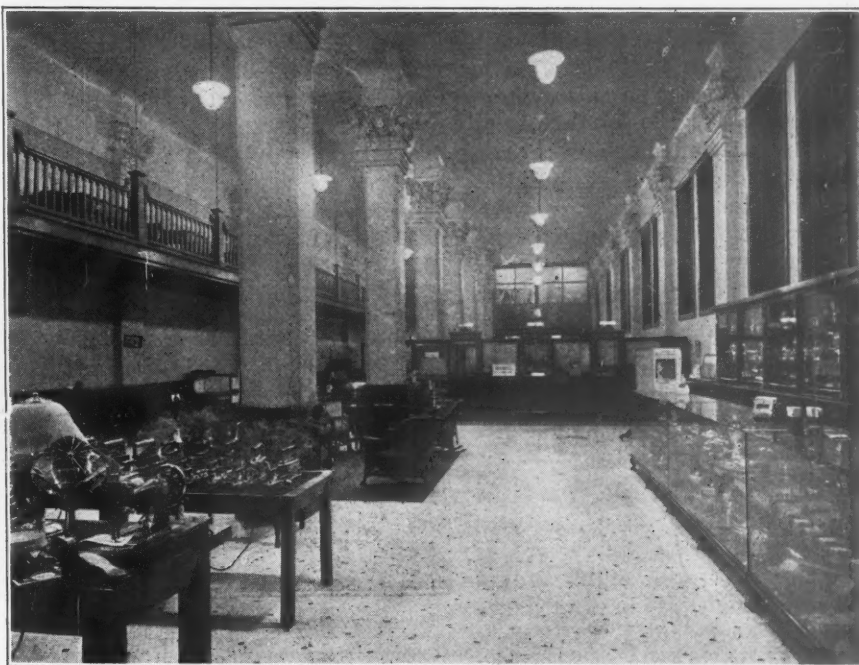
really sell themselves. Especially is this true if the salesman can, by a deft comparison with the advances that have been made in other pro-

fessions, make it not sound too good to be true.

The fear bogey surrounding electricity has vanished to some extent. While no woman is willing to grab a live wire with the avidity that she adopts hobble skirts, at the same time she feels fairly comfortable around the properly insulated variety. The main thing on this score is not to arouse this fear again. It seems to me that barbed wire and lightning effects subconsciously if not consciously tend to awaken the electricity fear.

LET CUSTOMER MAKE HER OWN MENTAL PICTURE

As I see it, the main thing to do is to carefully preserve a cheerful, sensible, "homey" tone to the ads. Warmth and enthusiasm—very little superlative and no hyperbole. Noticeable exaggeration unsells the buyer. As I said before, almost every woman wants this thing—give the right suggestion and she fills in



Main retail store of the Utah Power & Light Company in Salt Lake City

her own rosy hues—and the value of her hues is that they are her own individual picture of the particular service which the article will give to her.

This sounds as if selling electrical appliances were superlatively easy. I don't mean even to imply that it's easy to sell them. I simply mean that through a long period of advertising education and experience, most women want the appliances. But a great many don't buy them—for a variety of reasons.

The price is one of the big reasons. Electrical appliances are high—not necessarily so, perhaps—but high in the mind of the very woman who is most interested in them; and that is the woman who has done or now does all or the greatest part of her own housework. The outlay often represents a new suit around for the entire family, or perhaps two month's grocery bills. The operating expense isn't prohibitive—but the first cost often is, or seems so.

No matter how you reason to the housewife on the saving in time and labor—a fact which she no doubt appreciates fully—her mental attitude is something like this: "This saving in time and labor doesn't help me to pay for the washing machine or the vacuum cleaner, unless I can convert this time and strength into cash—and I can't!" The saving-in-clothes appeal helps some, but this slow saving doesn't pay for the first big cost of the appliance. And so for the woman to whom the purchase price represents a severe strain—or to the woman who sees it as a severe strain—the \$5 down and \$5 a month plan is the biggest help possible in selling electrical appliances. Bought in this way, the housewife can be persuaded into some little petty economy each month—and really pride herself on her managerial powers. She finds that the cost is not beyond her, after all.

However, there's another woman—as a type. The woman to whom the purchase isn't really a strain; to whom the purchase means simply going without luxury. This woman is even harder to sell to. Perhaps she isn't particularly overworked; she may have some help, wants to keep that help, and is of the conservative order that thinks she is doing all right and ought to get along—although "the appliance would be very nice; and she'll be sure and get it some day." They don't even know just why they think

they ought to get along without it—they just feel that way about it.

It's up to the salesman or advertiser to find the reason. The process is on a semi-fortune telling order—fundamental but general with a little twist that she can apply to herself. It's the sort of thing that provokes the prospective buyer into saying, "Why that's just exactly how I feel about it"—though she probably didn't know she "felt that way about it" before. Once her reason for not buying is revealed, the reason ceases to exist.

ENCOURAGE THE PROSPECT TO "WORK IT HERSELF"

As I watched sales being made, it seemed to me that the prospective purchaser has, through the suggestion of advertising, some knowledge of what the appliance will do for her. She wants to know how it works when she gets to the shop. If I were a salesman—when possible or practical—I would encourage the prospective buyer to work it herself. A feeling of possession is inspired by taking hold of a handle and really working the appliance itself. Perhaps this isn't practical, at any rate, I didn't see it done at all. I did it myself because I asked to do it. The customer not only wants to see it worked, but she usually has something that she herself is particularly

anxious to find out about the article. It often is something that the salesman or any other purchaser never thinks of—but she wants to know.

I have seen a chain of adjectives and enthusiasm hardly listened to, because the buyer was so anxious about some little commonplace matter, or was wondering so hard whether she ought to buy this to the sacrifice of Dad's overcoat—that she wasn't even listening to the glowing picture or she wouldn't be there—what she wanted was for someone to convince her that she was doing her duty in buying this article—or that the motor would stop when she wanted it to.

There's another thing. The thrilling "peppy" style of copy doesn't ride so very well with the average, middle class, hard worked, adult mind, especially on a subject such as washing machines or vacuum cleaners. The copy has to be warm and interesting, but too much pep defeats its own purpose and leaves the reader cold. The subject has to be treated with cheerfulness, sympathy, gentleness and tact. This is true of any commodity which the buyer already wants but voluntarily goes without because she feels that she should. She's got to be sympathetically persuaded that it's right to buy it. You must understand perfectly and then set her right.

Summer Sewing Needs Stimulate Sewing Machine Sales



This show window illustrates how the Philadelphia Electric Company tied up an early spring campaign on sewing machine motors and electric sewing machines, with the recurring spring need for light garment in the homes of its customers. A window like this is calculated to attract and hold the interest of any feminine passer-by. It resulted in many sales. With the help of a furniture dealer's stock such a window could be rigged up in any dealer's window—with similar results.

Putting Cleveland's Fixture Trade on a Profitable Basis

Prices Are Fair Because Dealers Know Their Costs—Business Is Stable Because Dealers Do Not Permit Demoralizing Forces to Gain Headway—Standards Are Rising—Public Is Satisfied

By FRED B. RAYMOND

THERE are a few fixture men's clubs and associations in America. There ought to be many. Wherever in the country two or more fixture dealers are cutting into each others' business through unintelligent competition there is opportunity for, and profit in, organization. That is the reason for this story of the Lighting Fixture Dealers' Club of Cleveland—to show *why* such a body should be formed and *how* it can be made to succeed.

The first thing that occurs to the average man when trade organization is mentioned is price fixing. He is willing to join if the plan promises an all-around boosting of the resale.

Now, that attitude is not only short-sighted; it is illegal. You can be jailed for agreeing to fix prices. Furthermore, no price-fixing agreement was ever made that wasn't broken. In the good old days when it was the fashion to crush competition, secure rebates and commit commercial murder in various unethical ways, prices were fixed. A group of men would get together, make up a schedule which all solemnly promised to abide by, and then race to the nearest customer with a cut-price proposition. Gentlemen's agreements, fines, actuaries and all the other devices conceived to maintain an artificial standard of prices and punish the price-busters were unavailing. The tricky or wise buyer could always get his stuff at something less than the schedule. So it was that price fixing failed, even before Mr. Sherman's famous law made the practice too dangerous.

But while you can't fix prices without getting into trouble, you can do something which is even better and which is legal: You can find out about *costs*, a task repeatedly emphasized and recommended by the

Federal Trade Commission. The man who knows his costs is pretty sure to arrange a schedule of prices which allows himself and his competitors to do business at a profit. Further, if every fixture man in town knows his costs, all prices he sets are likely to be fair. Knowledge of costs will keep prices above the line of loss, and competition will keep them below the line of extortion.

That very simple truth is the operating basis of the Cleveland Fixture Dealers' Club, and it can be made the basis for similar clubs throughout the country. It can be made the basis of a fixture club in *your* town.

The first move made when the fixture men of Cleveland organized, was to get acquainted with each other and each other's stocks and stores. Six

of them started the movement. One evening in each week for six weeks they visited around at the various stores, examining prices, qualities, arrangements, equipment. As result of these visits and the consequent discussion, it was agreed to invite the fixture trade of the entire city to a dinner and to organize effectively. This move wasn't much of a success. Things drifted. As J. L. Wolf, present secretary both of the Cleveland and the national fixture organizations, said, "There was a lot of co-operation, but nothing doing."

Finally somebody in the fixture organization in Detroit suggested that the Detroit, Cleveland and Buffalo people get together and hold a little three-cornered convention. This was done, and it resulted in much enthusiasm. But the most important thing about it was that a dealer from Kansas City drifted in, he showed the gathering his cost book, explained how he figured overhead and labor, and gave what were in reality some elementary lessons in the important subject of "knowing where you're at." That was the turning point of the Cleveland club.

The first result was that the members realized—probably for the first time in their business history—that they were hanging fixtures free and that they were needlessly paying out a large sum each year for inspection charges.

Let me make that clear: A customer would come in to buy a fixture and the dealer would say it is worth \$50, which the customer would agree was a fair price. Then the fixture dealer would deliver it, hang it, have it inspected, and render a bill for \$50.

Who has paid for the hanging and the inspection?

Why the dealer, of course!

The customer was willing to pay

Lamp Mountings	
→ Pull socket costs 60c, less 18%, each.....	49c
→ Standard, two-light, costs.....	45c
→ Spinning to fit costs.....	50c
→ Sheet metal collar to fit snug in vase with labor putting it on spinning.....	60c
→ Pipe through vase costs.....	15c
→ Drilling vase costs, per hole.....	50c
→ 8-ft. cord costs, per foot.....	5c
→ Plug costs.....	15c
When collar is used no holes need be drilled in vase, unless cord is to be brought out near bottom.	
→ Finishing of parts, any finish but brush brass, costs.....	50c
→ Labor assembly costs.....	75c
Additional Parts for Mounting Vase	
→ Flatarm, two-light standard costs.....	\$1.00
→ Key socket costs 33c, less 18%, each.....	27c
→ Keyless socket costs 30c, less 18%, each.....	25c

As a result of an investigation the secretary made up a cost analysis showing exactly what the job should cost according to the prices then current.

\$50 for the fixture alone, but the dealer "threw in" hanging and inspection free. You may say—as these Cleveland men did at first—that the hanging and inspection were included in the price of the fixture. All right; then reduce your fixture price to \$48.85 and charge 75 cents for the inspection and 40 cents for hanging.

"But I can get \$50 for the fixture as easily as I can get \$48.85," says one man.

"Get it," is the answer, "and also get a fair and honest charge for hanging and the fee for inspection. Don't give hanging and inspection free."

Take such an item as the mountings on a vase-type portable; that is, the cost of making over a customer's vase into a portable lamp. Unknown to the trade, a professional shopper was sent around to find out the price of such a job from every fixture house in Cleveland. On one-light portables the quotations ranged from \$3 to \$7; on two-light, from \$4 to \$9; on three-light, from \$4.75 to \$11. These quotations were for doing identical jobs—the shopper went from one dealer to the next with her own vase and asked for an estimate in each case on the same specifications.

The figures obtained showed plainly that somebody was trying to get too

What happened?

Why, the fellows who had quoted low saw their error and boosted, and those who quoted high also saw their error and reduced. The prices now charged are not fixed by any means, but as a result of co-operative cost studies they are reasonably close together: instead of differences of 100 per cent, the differences now range within perhaps 20 per cent.

Here's another thing that happened: There is in Cleveland a fixture house owned by out-of-town people who are ignorant both of local conditions and of the fixture business. These out-of-town interests decided that the concern had too much money tied up in stock and ordered the local manager to move it at cost—in fact, at any price. He called up the secretary of the club and explained his predicament, saying he did not want to demoralize trade conditions but that he had to act. The secretary laid the matter before other members, and these other members bought the goods. They paid the embarrassed concern's cost price and sold the stuff at a profit, and the market was undisturbed.

MAKING BETTER TRADE CONDITIONS

In matters of ethics and policy, the Cleveland club has made some important advances.

It happened that a glass manufacturer, for purely selfish reasons, offered to sell certain items of lighting glassware at a big reduction. The fixture men, instead of snapping at the offer as they would have done before the club was formed, got together and talked the proposition over. They decided that if any or all of them purchased this line at the price quoted it would demoralize the glass market, and that it was to their interest to keep the glass market stable. The discussion brought out the point that this manufacturer might load up some of them at his price and another manufacturer might retaliate by coming along and selling others the next week at a further cut, and so on, until the market was "busted wide open" with everybody on the wrong side of the ledger. They decided to protect this manufacturer against his own foolish action, and protect other glass men and themselves at the same time, by rejecting the bargain. And so they refused to buy.

Another point of ethics arose in the case of a fixture manufacturer



A regular meeting of the Lighting Fixtures Dealers Club of Cleveland. Standing, from left to right: Dave Frankel, Frankel Light Company; H. S. Paxson, Sterling & Welch Company; Charles H. Brookins, the Brookins Company. Rear row, left to right: L. Desberg, United Fixture & Supply Company; Gus Kuhlman, Progressive Fixture Company; S. H. Cramer, Sterling & Welch Company; J. L. Wolf, general secretary; J. A. A. Hamilton, Hamilton Company; C. A. Paine, the Halle Brothers Company; Joe Von Alt, Von Alt-Collins Company; Richard Eagle, City Supply Company. Front row, left to right: W. Weisenberg, Doan Electric Company; W. Donby, Citizens Electric Company; J. A. Fitch Electric Company; Al. Homer, Homer Fixture Company; Charles Janava, Kenney & Levan Company.

So after awhile they all agreed not to, and posted up a public notice in their display rooms to that effect. And they did not reduce the prices of their fixtures: they simply made that much extra profit.

For the item of hanging amounted to a great deal of money. Some houses were putting up, in good months, more than 1000 fixtures, which at 40 cents, the accepted hanging charge, gave them better than \$400 clear profit. The item of inspection in the city of Cleveland amounted to about \$25,000 a year altogether. That money now belongs to the fixture trade, as a direct result of their organization.

The next step was a cost analysis.

much and that somebody else was offering to accept the job at a loss. The man who overpriced was losing business thereby, and in addition he was losing good-will because people said he was trying to "stick" them. On the other hand, the man who offered to do the job at less than cost was ignorantly facing a loss and was demoralizing the trade of every other fixture house in town.

As a result of this investigation, the secretary of the Fixture Dealers' Club made up a cost analysis which he sent not only to every club member but to every fixture dealer in town, showing them exactly what the job should cost according to prices then current.

who was pirating designs and underselling the manufacturers who originated them. The secretary of the club not only tried to dissuade this manufacturer from continuing the practice, but the club issued a bulletin to all fixture dealers in the city, setting forth the unfairness and ultimate outcome of such piracy. Whether anyone has bought any of these pirated designs since the bulletin was issued is not known, but at least nobody has done so in ignorance of the ethics involved. There may be dealers too callous to care whether designs are original or copied, too short-sighted to support the manufacturer who spends money to bring out good and new designs against one who simply appropriates them, but as a general proposition the Cleveland Fixture Dealers' Club believes that it pays to bring this sort of malpractice out into the broad daylight and let the city trade view it in its true color.

WHAT THE CLUB DID WITH THE EXCLUSIVE AGENCY

The matter of exclusive agency came up in a peculiar way. One dealer secured the agency of a patented unit and built up a trade in it to the point where other dealers were getting calls for that fixture. Of course the others could not buy from the manufacturer because of the exclusive agency agreement, so they went to Detroit and Toledo, bought a few at retail, and proceeded to throw a monkey-wrench into the trade machinery by selling at a tremendous cut "while their stock lasted"—which of course was not long because they had virtually no stock. But at least they demoralized the market and spoiled this exclusive agent's nice little trade, which was the object of the attack.

Do not imagine from what has been said that the fixture trade in Cleveland is without its troubles or that the Cleveland Fixture Dealers' Club is made up of idealists. Quite the contrary. Every day brings its problems and friction, and there is plenty of plain and fancy English employed in the club meetings.

The big thing is that the fixture trade in this city is slowly but surely getting upon a reasonable and profitable basis. Prices are fair because the dealers know their costs. Business is stable because the dealers have learned that they can't make money when the market is demoral-

ized. Standards of quality are rising—that is to say, better grades of goods are being sold—because the dealers have learned to talk quality instead of price. Finally, the public is satisfied because it is getting fair

treatment, sound values and prices and dependable service.

There ought to be more local fixture organizations like the one in Cleveland.

Why not one in your city?

Co-ordinating the Sales and Shop Ends of the Fixture Business

BY C. J. STARK

SINS of omission are just as serious bars to successful merchandising as are sins of commission. This is directing attention to the negative side of the proposition, it is true, whereas the greatest progress is to be looked for on the positive side but "Don'ts" are vital matters. The moral is suggested by an experience related to a representative of ELECTRICAL MERCHANDISING by a Western man.

This individual chanced to have in his possession a fine old Dutch brass lantern. It was a genuine and a valuable antique. He had acquired it with the idea of some day having it converted into a hall light and, when he found a fixture house which seemed to him to do nearly ideal work, he intrusted conversion of this fixture to that concern. He took no chances with his antique, but went in person and explained his wants to an officer of the company, a man who listened sympathetically, an artist and in whom the customer felt he could repose complete confidence.

In due course the converted fixture was delivered by the youth instructed to hang it. The customer's wife refused to receive it and telephoned a complaint. The workmen who was assigned to carry out the instructions "improved" on them. He employed—honestly and earnestly enough, in all probability—his own esthetic tastes and exceeding skill and turned out a highly lacquered lantern that had been "brushed" and grained and spangled and "frosted" until the thing looked to the owner's conservative wife like a cheap 5-and-10-cent-store imitation of something that might have been good.

Again the owner called in person on the same official, who instantly agreed that the job was sadly wrong and explained he had failed to see it before it went out. So the shop worked it over again and duly sent

it out to be hung. In daylight it was very pretty—finished to absolute perfection, and all that.

"How do you light it up?" asked Friend Wife.

The company's representative looked around.

"Where's the switch?" he said.

Now the owner had discussed in much detail with the official of the company this very point and they had finally agreed that a pull socket could be employed, the chain to hang through a hole to be cut and "ey-letted" through the solid bottom. The house was an old one—just the sort, incidentally, for the type of fixture—and switches were only sparsely provided when the wiring was done on account of cost of channeling the walls.

IT'S EASY TO GIVE YOUR COMPANY A "BLACK EYE"

So the lantern went back again to the shop where the very things that were provided for in the first call were finally attended to and again the lamp was hung in place. Now it is a satisfactory job, but the owner does not look at it without feeling that there is probably something not as it ought to be and without a keen sense of disappointment in his selection of the place to have his cherished antique converted to an electric fixture. Furthermore, he hears from time to time from friends of similar errors that the same house has fallen into.

Here is everything that is needed to build up a fixture business second to none in the section, except one thing. That one thing is co-ordination of the two branches of the business. The selling department cannot be excelled. The shop department is on the same high level. But unless the sales department's work is co-ordinated with the work of the shop department—unless the two dovetail—there is going to be loss.

Unscrambling a Bad Policy

For a Jobber to Drop \$200,000 Worth of Retail Appliance Business Isn't Reformation—It's Development, According to This Cleveland Jobbing Firm, Which Is Now Making an Equal Profit by "Wholesale Only"

SOME men fail to realize what lies behind a bad policy. They look at such a policy in the light of the immediate present, and condemn it out of hand; whereas, if they would look a bit deeper, they would know the reasons behind the bad policy and help to correct it.

Take the more or less scrambled policies of the average jobber: Whatever is wrong with them is more than likely due to conditions that obtained in the trade ten years or more ago.

Let us glance backward. In the early days, "electricians" started up little shops. They made their own bells, annunciators, fixtures and switchboards, and did a variety of manufacturing. They went into construction work. They did a repair business. They sold material and supplies to anyone who came along, and this finally led some of them into the jobbing business.

As the jobbing business grew, they found themselves competing in one direction or another with their customers, or with people they wanted for customers. The profits from construction and repairs (everything considered) finally appeared less than the profit from sales of material and supplies to contractors and repair shops. They couldn't get these sales if they remained in competition with their customers, so they got out of that sort of competition—abandoned their repair shops and fired their construction crews.

And now the same thing is happening as regards competition with local dealers in retail appliance sales: the profit a jobbing house makes on its retail sales begins to appear less than the profit it could make in selling at wholesale only to the trade. So the jobbers are gradually abandoning such business.

Just as the untenable policies of the past have corrected themselves, so this retail policy is doing the same. It was perfectly right and justifiable for a jobber to do a retail business so long as the local dealers in his com-

munity were few, weak or inactive. But so soon as the retailers gain in numbers and gather strength, then the jobber's own self-interest impels him to retire from counter business. When he can make more sales and more profit by selling to ten or twenty retailers scattered about his city than he can make from retailing over his own counters, he will shut up his store.

But mark this: It is unreasonable to expect him to shut up his retail store before that time comes.

DECIDING TO DROP \$200,000 SALES

The Erner Electric Company was doing a business of something like \$200,000 a year when it decided that it could make greater net profit from a straight jobbing business than could be made by continuing retail sales.

The company was, at that time, selling something like 600 washing

machines a year, 600 vacuum sweepers, perhaps 150 mangles, and other devices in proportion. The company was, as it had been for years, an aggressive and persistent advertiser, and had built up a trade and an amount of good-will that made the adoption of the new policy appear like a very grave risk.

However, Cleveland is becoming a large market for electrical merchandise. The town has something like 100 really live dealers in household electrical appliances and supplies. Its leading newspapers have carried electrical pages for several years, and both the trade and the manufacturers have advertised in them generously. Perhaps a dozen appliance agencies have operated there with crews of house-to-house canvassers selling vacuum cleaners and washing machines. You can scarcely find a street car that does not carry at least one card advertis-



Does a jobber's salesroom have to look like a junk dealer's museum? Well, hardly. This salesroom of the Erner Electric Company, Cleveland, proves that it doesn't. Furnishings are well chosen; the lighting scheme is excellent, and the display methods are worthy of careful study, not only by other wholesalers, but by contractor-dealers also.



Sometimes the front of a store is attractive and the rear is not. Such cannot be said of this store, in the rear of which the larger electrical appliances are displayed with the same care and attractiveness that is evident in the front of the store.

ing electrical home utilities. In short, the appliance business in this city has become stabilized and the stuff is sold like hardware, almost like groceries. So while the giving up of a large amount of retail business seemed risky, the local conditions are such as to minimize that risk. As George Milner, general manager of the Erner Electric Company, put it to the writer, "The electrical business in Cleveland is big enough for one firm to handle a single branch."

The abandoning of Erner's retail department was not done all at once, however. The first step was to transfer all inquiries for washing machines, vacuum sweepers and ironing machines to the local dealers with whom the firm had connection. Erner's still advertised, but the resultant business in the heavy machines was parceled out, partly on the basis of the dealers' locations and partly on their size and importance as jobbing accounts. Public inquiries for small items such as flatirons, lamps, hollow ware, flashlight material and miscellaneous supplies continued to be satisfied at the display room which the firm maintains on St. Clair Avenue. It was figured that customers who came all the way down to this store were entitled to service. They came as a result of long-continued advertising and it seemed unfair to turn them away too brusquely; however, such purchasers were

discouraged, were referred to an Erner dealer nearer home, and were given to understand that sales were made at retail simply as an accommodation to old friends. This practice has so far reduced the counter sales that they at present may be called negligible.

The wholesale-only policy is having the desired effect. After a year's trial, Mr. Milner and Mr. Flower—the latter in charge of merchandise sales—have become convinced that they are making practically as much net profit as when they sold \$200,000 worth of appliances direct. They have developed about twenty Cleveland dealers into active merchandisers, which means twenty points of contact with the public instead of one as before. In addition their supply and incandescent lamp business is in healthier state.

The display room is being continued solely as a service to the trade. It is a big, pleasant corner room,

"LET'S GO!"

Get the habit of doing things right. This will mean: Greater production—Less waste—Increased earnings—Work for good times all the time. The only road to good times and prosperity is by everyone now being patient and helping in the change from war work to peace work.

equipped for comfort. Here dealers can be shown the firm's merchandise specialties under most favorable circumstances; here out-of-town customers can be "taken care of" to advantage, and here demonstrations to the public can be continued with mutual benefit to themselves and the trade.

DIVIDING ADVERTISING SPACE WITH THE DEALERS

The firm has purchased outright all the advertising space on the Monday night women's page of a popular daily, which space is divided among their dealers. Through car card and other advertising, the trade names of the appliances sold by Erner are kept constantly before the public, and every effort is made to "tie in" this advertising with that done by the individual dealers.

"Too many of the trade, though, seem to feel that we have 'reformed' by adopting the wholesale-only policy," said Mr. Milner to the writer. "We haven't reformed—we've developed. This concern started in—as every other old jobbing house started—by doing every sort of electrical business imaginable. We made bells and hung them: we made switchboards and installed them: we did a repair business and a construction business and a retail merchandising business. But as the industry and the demand developed, we have lopped off these side lines, one by one.

"When it came to abandoning the construction business, for example, we had to make a real sacrifice and one which the contractors never appreciated. We gave up voluntarily about one-third of all the construction business then being done in Cleveland. That took nerve, but we got the profit back again rapidly because we were enabled to get jobbing business from most of the other construction men who up to that time wouldn't buy from us because we were competitors.

"It looks like a large gamble to give up \$200,000 a year of retail appliance business, but we did not do it until conditions justified the course. It looks like 'casting bread upon the waters,' but, believe me, we had a string tied to that bread before we did the casting."

Which is good common sense and shows that the way to induce jobbers to job, is to make it worth their while. They are not in business for their health any more than you are.

Uncle Jerry

Ends an "Exclusive-Agency" Quarrel

When the Central Station Started to Sell a Fixture Unit Under an Exclusive Agency Contract, Jim Lowden Wanted His Jobber to Give Him an Exclusive Agency for Another Unit—The Jobber Refused—Uncle Jerry at the Telephone

By FRANK B. RAE, Jr.

BILLY GOODENOUGH, jobber's salesman, and Jim Lowden, the contractor-dealer, were at loggerheads. Jim glared at Billy and Billy sat across the table and smiled grimly back. Because Jim wanted something that Billy couldn't give him, each thought the other unreasonable.

"If it was any other salesman than you, Billy," said Jim, "I'd pay your account and tell you to skid straight to a warmer region. You fellows are getting too almighty paternal. You're not content with running your own flat-wheeled business, but you want to edge in and chauf mine. Nix! So here's my last word: Either I get the exclusive on the Onli-Lite unit or you can take my name off your books. That's final."

"Nothing's final except a funeral, old dear," salved Billy, "and I won't concede that you're a dead one yet. Now listen—"

"Tell you what I'll do," broke in Jim. "I'll put the proposition up to Uncle Jerry Stackhouse, and what he says goes. If he says I'm entitled to the exclusive agency for the Onli-Lite in this town, you either give it to me or I quit you. Are you on?"

"I'm on, provided you give me a chance to state my side of the case."

"Ye gods, yes!" exclaimed Lowden, "Uncle Jerry will attend to that part. The old bird will not only want to hear my side and yours, but he'll want to know what Clemenceau and

Lloyd George and Pancho Villa and Lydia Pinkham think about it. When Uncle Jerry gives an opinion, it's just the same as a referendum vote of every man, woman and child in Tuskarawas County."

"All right," agreed Billy.



"Now, now, boys," purred old Uncle Jerry, "let's not get mad. Let's look this thing over a bit. * * * Jim, you let me use this telephone. I'll settle this whole thing in two jerks of a spring lamb's tail."

Jeremiah Stackhouse well deserves all that Jim Lowden said of him. He is the business counselor of everybody in Robbinstown, from doddering old Hannah Green who regularly consults him about her \$13 pension, to dour "Old Man" Flint who once consulted him about a \$13,000,000 will.

Uncle Jerry, as he is called by everyone, has accumulated a very satisfactory little pile, and now amuses himself by dabbling in every new business that is promoted in the town. When nothing is promoted, he picks out some likely looking young fellow and sets him up in business—not lavishly, understand, but just enough to give the youngster a start. He had done that for Jim Lowden when Jim went into the electrical contracting business, and ever since then, when Jim is up against some tough business problem, he invariably talks it over with Uncle Jerry Stackhouse before making a decision.

The present problem that Jim and Billy Goodenough split on was this: The Robbinstown Power & Traction Company had secured the exclusive agency of a new commercial lighting fixture unit called the Rite-Lite, and was starting a vigorous campaign among the local merchants. The campaign promised to bring the Lowden Electric Company a little business in wiring, but not much, because the proposition

was chiefly one of refixturing—hanging the new units up at the old outlets.

Naturally enough Jim Lowden felt that he ought to be allowed to declare himself in, and sell these fixtures also, but he found that he was neatly blocked off by the lighting company's exclusive arrangement with the man-

ufacturer of the Rite-Lite. What to do? Lowden puzzled over the proposition for a few days and then sent for Billy Goodenough, the jobber's man, and asked him for the exclusive agency of the Onli-Lite, a competitive unit, with which he planned to start an opposition campaign. He figured that he stood so well with the Robbinstown merchants that by brisk work he could snatch a lot of business from under the lighting company's nose.

UNCLE JERRY ARRIVES

"But there's one condition," he had said to Goodenough. "You've got to give me the exclusive sale of the Onli-Lite so that every Tom, Dick and Harry in town won't be able to ride on my advertising band wagon."

And Billy Goodenough had point blank refused.

Uncle Jerry Stackhouse lost no time in coming over to the Lowden Electric Company's store in response to Jim's telephonic S. O. S. In he pattered, brisk and pert as an old cock robin, with his little gold headed cane and a brand-new spring hat.

"What's the trouble this time, Jamie?" he chirped, "Sheriff going to sell you out, or do you want to build that warehouse you spoke about, over near the tracks?"

"Neither one just now, Uncle Jerry. The fact is, I've got a fight on with Billy Goodenough and we want you to settle it."

"Fight?—and with your jobber? Bad business, Jim, very bad business to fight with your jobber. You need him as much as he needs you—sometimes more—and the merchant who gets a reputation for switching his account around from one jobber to another pretty soon finds that he has run out of jobbers. Then he's up against it, and no mistake. I'll tell Billy Goodenough right now that my advice favors him no matter what the rights of the case are."

AS TO AGENCY AGREEMENTS

"Wait till you hear the whole story, Mr. Stackhouse," said Billy. "The situation is this—" and the traveling salesman told the whole story of the lighting company's campaign and how Jim wanted the exclusive agency for the Onli-Lite as a competitive weapon.

"Now," he continued, "our house will neither ask nor give an exclusive agency agreement. As jobbers, we'd

rather have all our little competitors selling the same lines that we do because then the competition would get down to a matter of service and organization—and we can hold our own on that basis. And when it comes to giving exclusive agencies, we refuse to tie up our territory. That's a foundation policy of our house and we cannot deviate from it. I tell Jim, here, that he should look at the exclusive agency scheme just as we do—that he should be glad to have every contractor and dealer in town duplicating every item he has in stock, because then the business would go to the concern with the best service, the best organization and equipment, the best brains and talent."

"That's a mighty pretty theory, but look at what the Power & Track crowd is doing to me with their exclusive agency on Rite-Lite fixtures! They're selling 'em in carload lots, almost, and I have to sit here on a swivel chair and watch 'em do it," exclaimed Lowden bitterly.

UNCLE JERRY GETS INTO ACTION

"Now, now, boys," purred old Uncle Jerry, "Let's not get mad. Let's look this thing over a bit."

"The first thing that occurs to me is that the Traction Company's exclusive contract isn't such a fine thing as it looks. If you could get some of these Bright Lights—is that what you call 'em, Jim?—if you could get these lights, you'd be out selling them and the company would be out selling them and everything would be lovely. As it is, here we are, us three, sitting down and figuring out some way to put a tack in the Traction Company's tire. And unless I'm mistaken we may be able to do it, in which case they will spend all the whole hot afternoon changing tires instead of selling these here White Lights. There isn't any profit for them in that."

"Nor for me, either," added Lowden.

"Nor for you. Exactly." The old man sat pondering while Jim drew meaningless diagrams on his desk blotter and Billy Goodenough mischievously whistled a few bars from "Watch the Wheels Go Round, Round, Round."

"I've got it!" exclaimed Uncle Jerry suddenly. "Jim, you let me use that telephone. I'll settle this whole thing in two jerks of a spring lamb's tail."

In a minute he had called the Robbinstown Power & Traction Company's office and was talking to no less a person than the peppery old president himself.

"That you, Tabask?" the conversation started. "This is Jeremiah Stackhouse. You—"

* * *

"You didn't see me at service? Your eyesight is good—I wasn't there."

* * *

"I'll discuss that at the vestry meeting, Amos; just now I want to talk business."

"Listen: You are running a special sale of light fixtures, aren't you? Well, you know I'm a stockholder of yours and I want to see that sale a success. I've heard a very disquieting rumor, and if it's true your sale will be busted wide open."

* * *

"That's very unbecoming language for a vestryman to use, Amos, but I won't repeat it against you. Now listen: Because you have some sort of exclusive agency agreement with the fixture maker, nobody in town can sell that proposition but you, isn't that so?"

* * *

"I understand. Well the rumor I've heard—and mind, I don't vouch for its being true—the rumor is that Jimmie Lowden has bought a little jag of those fixtures and may advertise them at a cut price. What'll you do then?"

* * *

"Mercy upon us! Amos, if the young lady central should overhear you, it would be deplorable. The electrical business must be very exhilarating if it makes a man talk like that."

"However, as I was saying, Jimmie Lowden *may* advertise these same fixtures at a cut price and that means that your special sale will skid into the discard, as it were. Now, I called up to advise that you forget this exclusive idea and sell some of those fixtures to Jim—you act as a sort of wholesaler and supply him so he can go out and sell 'em, too. You probably get a quantity discount, so there would be a little margin in it for you on what you sell to Jim, and a longer profit in all that you sell direct."

* * *

"Oh, no, you haven't got the thing sewed up—not by a mill dam site. Jim has got a few of those fixtures

and he can get a few more. All he wants is enough to bust up your sale. He'll take a small loss just to get even with you for trying to hog him out of business. Then after the smoke clears, he'll start a campaign of his own, selling something else.

* * *

"Now, Amos, be reasonable. Here's the situation in a nutshell: You have started this sale, and by means of an exclusive agency agreement you propose to keep everybody else from getting any of the business. Jim Lowden goes over to the county seat or somewhere and buys a few of these same fixtures which he advertises at a cut price.

"What will people say? Why, they'll say that you are gouging them—that it's another example of the soulless corporation trying to bunco the public. Jim will feed a newspaper reporter ten reels of that sort of thing—he'll fan the flame and get half the merchants in town knocking the Traction Company. Those who have already bought these here fixtures, will believe they've been stung, and those who haven't bought never will buy.

"Now wait a minute, Amos. Be patient.

"On the other hand, suppose you act as wholesaler and sell these lighting fixtures to all the dealers in town? Why, then every dealer will advertise them, push them, boost your game. You will make a profit on every fixture you sell either at wholesale or retail, and you'll get twice as many fixtures into service.

"And after all, Amos, you're in business to sell current, not fixtures.

* * *

"That's right. You think it over Amos. And I tell you what I'll do: I'll have Jimmie Lowden come and see you to-morrow. I'll ask him to do it as a favor to me. You sort o' smooth his fur down and get him to see the thing your way and sell him a good supply of 'em."

* * *

Uncle Jerry Stackhouse was grinning like a boy as he put the telephone receiver on the hook.

"See how simple it is, Jimmie?"

"But where do I come in," demanded Billy Goodenough. "Here was Jim all set to buy a few hundred of my Onli-Lite units and you switch him over to Rite-Lites. Looks to me

"Young man," said Uncle Jerry

severely, "You have just saved one of the best customers on your books. The Lowden Electric Company was about to sever its relations with you unless you gave them exclusive

agency on those lights. You said you couldn't or wouldn't give it. Therefore, you had lost a customer. I just got him back for you."

"Thank you," said Billy meekly.

New Fan Tax Is Here

Manufacturers of Oscillating and Non-Oscillating Breeze Makers Required to Pay Federal Impost of Five Per Cent, Under New Luxury-Tax Law

THE government has been collecting from the manufacturers a 5 per cent excise tax on all oscillating and non-oscillating fans sold since Feb. 23, 1919. This is done under the authority of the revenue act of 1918, which, however, was not passed until 1919.

When first presented to Congress the revenue bill provided for a 10 per cent tax on electric fans, but our law-makers relented and allowed the tax to be cut in half before the bill finally became law. Certain luxury taxes in the original bill were afterwards eliminated by Congress and because some newspapers had referred to the fan tax as a luxury levy, many thought the tax on fans had been taken out of the bill. If the fan tax had been listed as a luxury tax this might have happened, but it is not so listed.

Since the tax was imposed some manufacturers have issued new price lists which are 5 per cent higher than the old ones. This arrangement buries the tax because it is then paid by the manufacturer and the tax does not appear as a separate item on the jobber's bill. Other manufacturers are charging their old prices and adding the tax separately.

To compare the two methods consider the example of a fan with an old list of \$40 from which a 50 per cent discount was deducted.

The figures show that the jobber pays the same price for the fan in either case. The government, however, receives a few cents more tax and the manufacturer who increases his list price 5 per cent gets a few cents less for each fan than the manufacturer whose list is not changed and who bills the jobber for the tax separately.

There are also manufacturers who are combining both plans. They bill

the jobber for the tax separately but have issued new price lists 5 per cent higher than the old ones for the use of dealers and users. Some jobbers are also issuing new price lists for their trade.

Fan salesmen would do well not to refer to the tax unless compelled to do so. If the subject does come up in selling, every salesman should be sure of his facts before he commits himself. For instance, if jobbers and dealers are selling from lists which were recently raised 5 per cent their salesmen should not tell customers that the government got the increase. Such a statement might

FIRST METHOD	
Old cost	\$40.00
Plus additional 5 per cent	2.00
New list	\$42.00
Less 50 per cent discount	21.00
Jobber's new net price (including tax)	\$21.00
Less 5 per cent tax on \$21 paid by manufacturer	1.05
Net price received by manufacturer	\$19.95
SECOND METHOD	
Old list	\$40.00
Less 50 per cent discount	20.00
Old price to jobber	\$20.00
Plus 5 per cent paid by jobber	1.00
Jobber's new net price (including tax)	\$21.00
Less 5 per cent tax on \$20 paid by manufacturer	1.00
Net price received by manufacturer	\$20.00

get the salesmen into trouble because the government only received 5 per cent of the amount the jobber paid for the fan and not 5 per cent of the dealers' or users' price. Another thing to remember is that all fans are not taxed.

Manufacturers report that the government is only collecting the tax on oscillating and non-oscillating fans, while exhaust and ceiling fans have been exempted. John E. Walker, deputy commissioner of internal revenue, Washington, D. C., also advises us that there is no tax on the sale of second-hand fans.

Contractors Plan Agreement with Electrical Workers

Assistant Secretary of Labor and Acting President of International Brotherhood Present at Meeting of Conference Club which Discusses Project for Joint Council of Employers and Men

ANATIONAL labor agreement formed the chief topic of discussion at the meeting of the Conference Club at White Sulphur Springs, W. Va., May 1, 2 and 3. The advantages of co-operating with organized labor had already been discussed at a previous meeting held in Pittsburgh last November, at which time it was agreed that no question could arise between employer and employee which could not be successfully settled at a conference table by the application of common sense and honest intentions. A joint meeting of representatives of the Conference Club and the International Brotherhood of Electrical Workers was provided for, at that time, and as a result of the work of the committee a declaration of purpose by the International Brotherhood of Electrical Workers and the Conference Club was drawn up for submission to the club and for final action by the National Association of Electrical Contractors and Dealers and the International Brotherhood of Electrical Workers.

In the agreement it is pointed out that the vital interests of the public and of the employee and employer in industry are inseparably bound together. All will benefit by a continuously peaceful operation of industrial processes and the devotion of the means of production to the common good.

PRINCIPLES SET FORTH

That each group in the industry confine its efforts to developing its legitimate function, to the end that controversy and wasteful competition resulting from the overlapping of functions may be eliminated.

Close contact and mutually sympathetic interest between employee and employer will develop a better working system, stimulate production and improve relationships not only be-

tween employer and employee but between both and the community.

Strikes and lockouts being detrimental to all should be avoided.

A tribunal should be created with power to decide questions that might result in interruption of work, loss of wages and of capital and loss and inconvenience to the public.

Agreements or understandings which obstruct free trade development or grant special privileges are subversive of public interest, limit rights and opportunities, and should be condemned.

Public interest is conserved, hazards are reduced and standards of work are improved by fixing an adequate minimum of qualifications as a requirement to the right of any individual to engage in electrical construction work and by rigid inspection of such work.

Public welfare and interest of the trade demand that electrical work be done by the electrical industry.

Co-operation between employer and employee acquires constructive power as both become more completely organized.

The right of both employees and employers of local groups to establish wage scales and working rules is recognized.

In order that the principles established may be put into practice, it is necessary to create agencies for co-operation between the public and employees and employers. As a first step in that direction the agreement provides that the International Brotherhood of Electrical Workers and the National Association of Electrical Contractors and Dealers shall form a national executive council consisting of five representatives of each association. The council shall elect a chairman, a vice-chairman, a secretary and such officers as may be decided on and shall meet four times a year or more frequently as the need may arise. All meetings shall be open to the public. A permanent board of mediation or investigation, consisting of an equal number of representatives of employees and employers and of the public, will be created by the council.

James P. Noonan, acting president of the International Brotherhood of Electrical Workers, spoke of the desirability of such an agreement from the viewpoint of the employees, and L. K. Comstock and other members of the Conference Club spoke of the advantages which would accrue to the contracting industry if some such agreement were in existence. Mr. Noonan pledged his co-operation in getting the International Brotherhood of Electrical Workers to accept the agreement.

L. F. Post, Assistant Secretary of Labor, made a stirring address on the labor outlook, and there was considerable discussion by the members present on expanding the functions of the Conference Club so as to increase its value to the industry and to the general public.



L. K. COMSTOCK

Chairman of the Conference Club, and Chairman Advisory Committee of National Association of Electrical Contractors and Dealers.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Volume 21—May, 1919—Number 5

PUBLISHED BY MCGRAW-HILL COMPANY, INC., NEW YORK

Building Costs, Relatively, Are Low

MOST people will tell you that the prices of building materials, to-day, are high. Yet the fact is that building-material costs have not risen nearly as much as have the prices of commodities in general. Building materials to-day average only 50 per cent above 1914 prices, while the average price of *all* commodities is at least 100 per cent above the price level of pre-war days. In terms of the price level of to-day, therefore, building materials are relatively cheap—in fact, so much so that they are bound to go higher shortly, when the temporary rush to unload stocks on hand has exhausted itself.

If the general public can be made to understand that to-day's building prices are lower than any prices we can expect to have for a long time, building will start on a bigger scale than ever, and the electrical trades will in turn benefit. Electrical men can help spread the message in their own communities.

"Let's go!"



Cashing In On "Moving Day"

MAY FIRST was moving day. Undoubtedly the annual feast of the moving vans brought a lot of new households into your neighborhood.

These newcomers are worth getting acquainted with, for most of them will be needing things in the electrical line, about now. Settled in their new homes they will want new outlets installed, for lights and for appliances. New cords and plugs will be needed to make old appliances fit the new conditions. And many of these families "just moved in" will be ready to buy a portable lamp, a washing machine, a vacuum cleaner or any one of the other host of labor-saving appliances—with a little sales encouragement on your part.

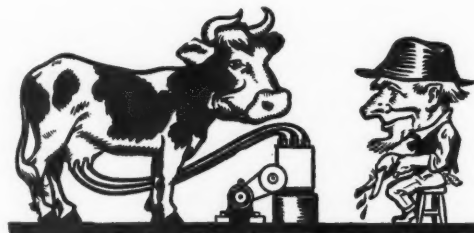
Let "moving day," for you, open new selling opportunities for electrical appliances and service. Get ready and cash in on the demand that the annual May-day housing shake-up brings!

Don't Get Stale at the Job—

IN ONE of the novels of George Meredith it is said of a man about to start upon an important errand that "He knew the advantage of having a plan and the danger of sticking to it."

The sentence is a useful one to remember and is especially valuable as being at once a warning and a suggestion in regard to growing stale at one's job. Freshness of attack is money in the pocket of the salesman, insuring sales ahead. It enables one to secure results without an appearance of undue anxiety on the one hand, or lack of the right amount of interest on the other.

A public speaker will often utilize some passing incident or some phrase of the chairman to carry his audience over easily to his own subject. The salesman can do the same, but in so doing he must consider also the character and taste of his prospect. He should be a quick reader of character, at least in so far as concerns his intended approach.



Isolated Plants in Isolated Places

THE farm-lighting plant can become a real ally of the central station by developing the demand for electricity in outlying communities to a point where it will become profitable for the electric company to extend its lines. If the farm-lighting agent will play fairly with the central station and not compete in the utility company's own territory, central stations will welcome the isolated farm plant as a real missionary for electric service—an electrical outpost in those far fields into which the central station lines cannot yet be profitably extended.

The isolated farm plant goes properly only into regions not reached by central station lines. Later, when the taste for electric comforts and conveniences has been acquired by the neighboring countryside, it is an easy matter to finance the pole-line extension which will bring town electric service to these same farm homes. The central station commercial man and the farm-lighting salesman have much to gain from each other if they co-operate and recognize each other's interests—the central station man by encouraging the use of isolated plants in isolated places, the farm-lighting man by seeing that he steers clear of central station competition. When they thus co-operate, both win!

IDEAS FOR THE MAN WHO SELLS



*Plans, Schemes and Methods to
Increase Sale of Electrical Goods*



Putting Part of the Home into the Window

BY I. R. ALEXANDER

The Denver Gas & Electric Light Company, of Denver, Col., wanted a way to feature its line of electric portable sewing machines, and after some thought this plan was devised. A window display was fitted up to represent a room in a home. Two small girls were seated at a table in the center of the room where they operated electric sewing machines. The window drew a lot of notice and the fact that the girls were running the machines with such ease proved to all who saw that the machine could be operated by any housewife without difficulty and sewing would be a pleasure.

A newspaper ad campaign went along with the window and added to the results. A series of ads 6 in. long and one column wide was used featuring the "Watt Family." The ads were illustrated by pen and ink drawings. Periodically the company conducts similar campaigns, each one of which features just one line of electrical appliances.

Stimulating Regular Purchases

An Indiana dealer is giving impetus to his regular selling activities by persistently suggesting to the people of his community, both personally and through effective advertising, the wisdom of appropriating a certain sum (say \$2 to \$5 per month) for the purpose of electrically equipping the home.

He frequently goes so far as to suggest certain groups of appliances which he thinks a customer should own, naming a lump sum on the lot, which can be paid in instalments to suit the buyer's convenience. This assortment is then set aside for this particular individual, who is permitted to take home at any time such article or articles as are covered by the amount of credit established.

A number of people are purchasing their electrical equipment in this

way, and besides the increased volume of business thus secured, a source of regular income is established, which is an asset of immense importance in the conduct of any business.

Sell Electrical Presents for the June Bride Now

BY C. S. GARRISON

An electrical appliance company in a city of 300,000 uses a direct mail plan to sell its goods with unusual success. It has a selected list of society people to whom it mails out, during the months of June and October (the two months of the year when most of the society weddings take place), and in the pre-holiday shopping season, dainty advertising matter of sterling silver electrical appliances, suggesting that these appliances make unusually attractive wedding gifts and holiday tokens. The plan sells a surprisingly large number of appliances because of its timeliness and helpful suggestiveness in solving the "present" problem.

Suction Sweepers Sold Farm-Lighting Plants

As a feeler to determine the extent of the demand for electric appliances in their district, Gill & Peplow, Decatur, Ill., placed fifteen Hoover suction sweepers on a small delivery car and sent it out in charge of a salesman. Only farm houses equipped with isolated power plants were visited. Twelve of the fifteen sweepers were disposed of on the first trip. Within a short time eighty-five sweepers were sold to farmers in the district. Of this number, thirty-two farmers had no electric power plant installed. The sale of the power-producing plant followed and was directly attributed to the desire for an electric suction sweeper.

After a salesman had failed to interest his prospect in a washing machine by telling her about watts, gears, motors and prices, he hap-

pened to remark that his wife used that kind of machine. And then he made a sale!

Light on the Quarter Gas Meter

BY J. M. WALSH

Scranton (Pa.) Electric Company.

The seductive quarter gas meter is frequently the stumbling block in the way to an electric lighting contract. A quarter now and a quarter then, with no record of either, leads the trusting gas user to believe that his lighting is cheap. But as in all things else where it is folly to be ignorant, a little knowledge soon dispels this bliss. A neat little card, with a column for the date and another for the number of quarters deposited, placed near the meter quickly shows the "gas-lighter" the way his money goes. And facts are the best argument for anything good.

Advise Customers of Price Increases

Price increases on washing machines have been used by a New Mexico central station for two purposes, namely, to introduce the machines, and to make customers so satisfied that they will help sell more machines. This is the way it worked.

The company had no washing machines among the customers in its territory when it received notice from the manufacturers that the price of washing machines was to be raised. Immediately the commercial department got busy on the telephone telling customers about the raise that was to be made effective, and at the same time offering an attractive price for immediate acceptance of a machine. The department spent about eight hours soliciting over the telephone in this manner. When the company's order for machines was placed the department had sold washing machines to nearly 3 per cent of the residence customers. Of course the machines made good in every case. The company, however, was not satisfied with this showing, and wanted the customers to be even more thoroughly satisfied, so as each subsequent price increase was made effective, the original purchasers were notified. The result has been that not one of these machines could be purchased to-day

for 200 per cent of its original price. Moreover, everyone who bought a machine immediately became a booster for electric washing machines, as they could not resist the temptation to talk about the bargain they had purchased. Since that time the company has found that a regular demand for washing machines at list prices has been established, but it is the belief that they never could have been introduced in this Southern community without a price inducement and this type of personal solicitation.

While the applicability of this idea is not so general at the present time as it was during the era of numerous price increases, there are always times when certain devices are increasing in price in the electrical industry. It seems, therefore, that the idea could be utilized generally in introducing such products.

Central Station Should Sell Appliances on Merchandising Principles

"Central stations should divorce their appliance business from the rest," declared E. R. Davenport, sales manager of the Narragansett Electric Lighting Company, Providence, in addressing contractors recently.

"The day of selling appliances for current consumption has passed"—that is another central station angle wrong in principle. It is not central station business—it cannot and should not be conducted on the same basis, successfully. Run your appliance business like a John Wanamaker store—keep a separate set of books, organize it as a separate company. Your business methods must be those of a merchant—appliance business conducted under central station methods is doomed to failure.

"Just to show you how it works: When the United States declared war most central stations began to curtail their appliance business, many discontinuing advertising entirely, others curtailing in other directions, and a few entirely gave up. Can you imagine a real live merchant stopping advertising, laying off his help, not buying goods, etc.? If he did this he would fail, would he not? Well, that is where the central stations fail.

"Then again the central station's dignity comes into play. Central stations having dignified presidents

"Sweep No More My Lady"

Sweep no more my lady,
Sweep no more I pray;
We'll sing one song for the old corn broom,
and the dust rag we've thrown away.

"Sweep No More My Lady Club"
Membership Fee One Dollar
Dues One Dollar

Every Woman who does not own an Electric Vacuum Cleaner should join THIS CLUB

Cleaners rented by the Day, \$1.00 Per Day
No Rentals for less than 2 Days

Two Days' Free Trial in Your Home. Delivered Free Anywhere in New England

Write or Phone Beach 1455
For Further Information About Our
"SWEEP NO MORE MY LADY CLUB"

**THE 1900
SALES CO.**

453 Washington St.
Boston, Mass.

Phone Beach 1455
Call Room 605



This is not only a clever advertisement, but it is also a clever idea for renting and selling vacuum cleaners. The ad tells its own story. Any woman who reads it is going to find herself singing over these revised words of an old song the next time she swings the old corn broom. And then she will remember the "Club." Your club?

are unable to sell merchandise on easy terms, as the president doesn't care to have himself identified with an instalment house, as he terms it. And so, as long as this dignified president controls the situation, the central station must lose valuable business to maintain his dignity. If you gentlemen could only sit in some time at some of the central station commercial meetings you certainly would be amused at the varied ideas on a single subject.

"As a practical application of the Goodwin plan, I would call your attention to the fact that in Providence we have operated under the Goodwin plan for twelve years, building up a merchandising business in that time from \$150 a year to a third of a million dollars in 1918. It is expected to reach \$500,000 for this year. As to profits, I would add that they are more than sufficient to pay the entire expenses of our whole sales department (expenses about \$90,000 a year) and declare a further dividend to our company for 1918 of \$15,000, so you will see that it costs us nothing to sell goods. I firmly believe in a few years we will build this business up to \$1,000,000—at any

rate, that is the goal we are working to. What further proof does a central station need to learn that it pays to do business the Goodwin way? In the meantime, don't think we are allowing our enthusiasm on appliances to run wild. You may be interested to know of the growth of our regular business. Our kilowatt sales for 1918 were 132,000,000—representing 33½ per cent increase over the previous year."

Send Postcard 'Reminders to Your Old Customers

BY L. S. FISHER

When a customer has once formed the habit of coming into your store, don't let him forget that you are in business when he again needs something electrical. One customer who comes back is worth two or three new customers who drop in once and are not seen afterward.

A Maryland dealer tries to get the name and address of every one who purchases an appliance, by asking for this information on the sales slip. Recently, taking these names, he sent out 1000 postcards to these former purchasers, specifying some new device he was specializing on, but which he was not advertising otherwise. In two weeks he had forty calls from these cards, and during the next six weeks a total of 240 inquiries were received. The cards proved a good investment for they re-established contact with many old friends of the electric shop.

Auto Electrical Repairs Profitable

A Cleveland electrical contractor has a large sign in front of his shop by which he advertises to do "auto electrical repairs" and thereby is getting a considerable amount of profitable work formerly done by the garages. Car owners with chronic lighting and ignition troubles—the kind that require really expert attention—give him plenty to do.

The chief profit from the sign, however, is the electrical merchandising and regular electrical contracting business it brings. Not only has the sign built up a good trade in spark coils, plugs, automobile lamps, spotlights and other car accessories, but satisfied customers are quick to buy other items to fill their electrical needs.

Selling the Comfort Idea

BY C. E. SHAFFNER

Last summer a dealer engaged in selling electrical goods and supplies conceived the idea of establishing a waiting room in his store particularly for promoting the sale of electric fans. As his location is near a transfer point on the street car lines where hundreds of people are compelled to wait every day, he decided that in addition to the conveniences of a modern comfort station these people would appreciate the cooling breezes from a battery of three electric fans which he kept turned on continuously.

As a result his sales of fans took such a tremendous jump that for a time he was hard put to keep cer-

his sales of other electrical merchandise should increase to a considerable extent, because these transient customers showed their appreciation of his service by filling their needs in his store.

Suggest Cool-Weather Fan Uses to Boost Early Fan Sales

BY J. R. EASTMAN

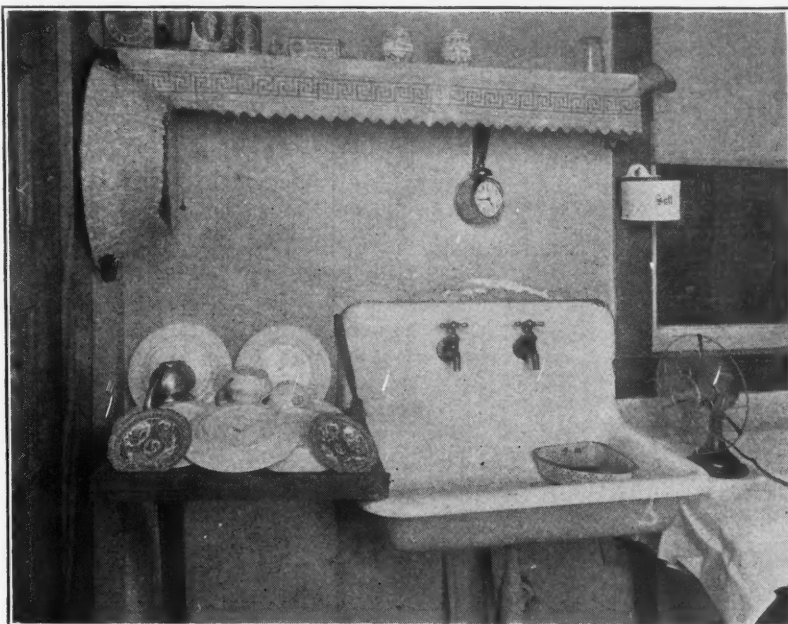
Many people think of electric fans as hot-weather appliances. But fans have many uses in cold weather and even in winter, and the dealer who educates his public in these many off-season applications is sure to make fan business for himself during the cool months preceding the usual rush that comes with the tor-

it quick drying in the basement. All during "fly season" an electric fan will keep flies out of dining room and kitchen, as well as off large mirrors. And a fan over an open doorway takes the place of a screen door, for the troublesome insects will not fly through the draft of the downward-pointed fan.

When a Burglar Vists a Farm

BY J. IRVIN

If a burglar has recently visited any of the farms in your territory you can cash in on it by letting your farm-plant prospects know how hard it would be for a burglary to be committed on a farm that had electric lights. The visit of a thief will



An electric fan can be used all the year round to dry the housewife's dishes. And on rainy spring days when wet clothes cannot be hung outside, an electric fan will dry them quickly in the basement. Teach your public these fan facts and so encourage



early fan buying. Don't let your customers wait until the hot spells of late summer when fan stocks and patience are both exhausted. Encourage fan buying during the cool spring days, and show the many fan uses for every day in the year.

tain sizes in stock. Among mechanics and skilled workmen, hot and tired after a hard day in the factory or the shop, he found a good many ready customers. Instead of merely watching the moving fan in his window they were brought inside the store and after enjoying the exhilarating breezes felt inclined to take one home without any persuasion.

And what's more, practically all of these new customers lived in other sections of the city far removed from his neighborhood, and it is not likely that they could have been added to his list in any other way. As a further result it was quite natural that

rid days of summer. In the old days, the electric fan demand lasted only during a few short weeks of the hot spell, and the fan merchant had difficulty in gaging his sales. Now the progressive dealer pushes fans during the spring, keeping up a normal output which sells more fans and sells them without the annual scramble and stock shortages of past years.

Electric fans can be used all the year round to dry the housewife's dishes. The fan takes the place of the dish towel and leaves the dishes clean and sparkling. On rainy days when clothes cannot be hung up to dry outdoors, an electric fan makes

usually create something of a sensation in a farming community, and while the folks are talking about it is the time to get in your sales shots. You should write a sales letter to all your prospects who may have heard of the burglary, pointing out how electric lights on the porches, in the outhouses, at the front gates, etc., would have acted as the best kind of a night watchman and made it impossible for the burglar to approach without being detected. An advertisement containing the same thought should be run in the local paper, and while the subject is still fresh in the minds of the farmers you should work it into your sales talk.

THE JOBBER'S SALESMAN



*Ideas Other Men Have Used
to Help Them Sell*



How to Sell \$30,000 Worth of Washing Machines

Sales of electric washing machines amounting to \$30,000 between July 1 and Feb. 1 have furnished convincing evidence to Lester L. Shivers, vice-president and manager of the Carter Electric Company, 63 Peachtree Street, Atlanta, Ga., that there is money in electric appliances. "We've sold them everywhere," said Mr. Shivers, "in towns and cities and right out in the country sometimes, where electric current was available. We offered easy-payment terms. That's where the real attraction came in, and we did practically all of this by newspaper advertising."

Mr. Shivers says his firm sold not less than 1000 electric room heaters during the past winter also. Electric sewing machines were also moving fast. However, by hammering away with advertising in season and out of season, and more recently by moving from its former fine location on Broad Street to its better present one on Peachtree Street, the Carter Company, under Mr. Shivers' direction, has demonstrated that persistently hammering away will sell \$30,000 worth of washing machines in almost any period of seven months.

How a Salesman Uses Blotters

BY GUY S. HAMILTON

A short time ago a salesman made a trip among a number of coal mines in southern Illinois. Before he left on his trip he carefully addressed envelopes to the prospects on whom he expected to call and inclosed in each envelope a blotter.

There was no note of explanation. When the prospect opened the mail he found only the blotter. This alone carried its message—a simple reminder of the equipment the salesman was handling.

"I never realized the potent force of a blotter before," said the salesman afterward. "Do you know I found one of our blotters on the desk

of practically every man I called on. And what is more he remembered me and my errand. I owe a whole lot to the reminder of the blotter that preceded me."

The most noteworthy fact about the salesman's experience was this; The prospect did not throw away the blotter. He saved it and used it.

It seems to be a weakness of human nature to save and use blotters. "I never throw away a blotter," said an advertising manager a short time ago. "I suppose I have 5000 out in my stock room, but when a blotter comes in the mail, I save it. They are too useful to throw away."

Set Us Right, If We're Wrong

In the March issue of *ELECTRICAL MERCHANDISING*, mention was made in "The Jobber's Salesman" of the United Electric Supply Company, 579-581 Atlantic Avenue, Boston, as "a retail company." The company is exclusively a wholesale house. That's right; if we are wrong, let us correct it.

—THE EDITOR.

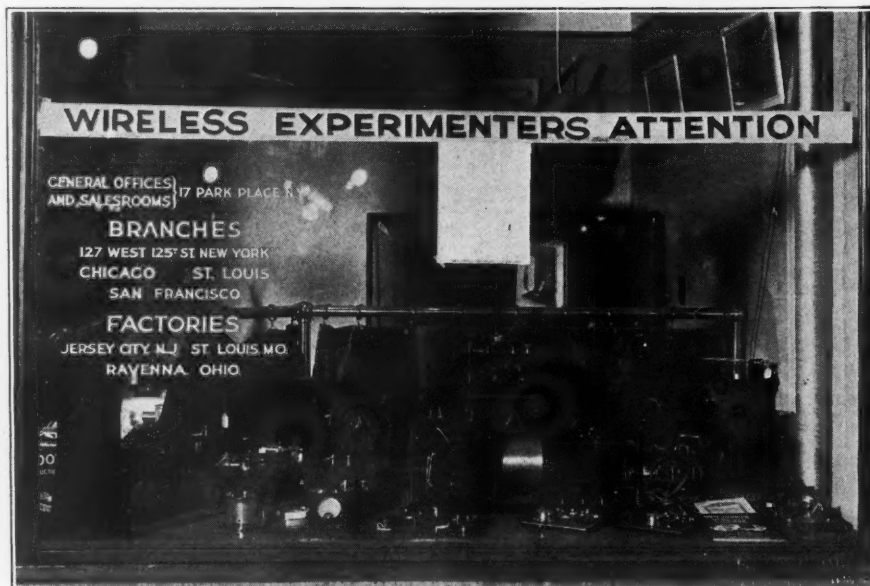
Leaving a Good Taste

It is very important that the salesman know how to treat the man who does not buy, the man who perhaps may buy at another time. Every buyer has his experience with salesmen who cannot endure defeat, who make themselves disagreeable when they get turned down. They leave a bad taste in the dealer's mouth when they go away. High-class salesmen do not act that way, but even a pretty good salesman, without being really rude, may allow himself the privilege of saying "Good-bye" in a way that leaves an unpleasant impression.

To leave even a slightly unpleasant impression is to handicap the next visit. Successful salesmanship finds one of the best reasons for its success in the ability to part as pleasantly from the man who would not even look over the line of samples as from the man who bought liberally. Today's turn-downs come from tomorrow's customers.

Even a very poor salesman who acts as if he did not care whether the customer bought or not, is always ready to show enough interest in the customer's refusal to buy. A man who will not make an effort to be pleasant to get an order, will make an obvious effort to be unpleasant when he does

Ban Against Wireless Amateurs Now Lifted



Early in the war the government forbade the operation of all wireless plants, including those of amateurs, except under government license. As a result the large business in amateur wireless apparatus and supplies which many electrical dealers were doing, came suddenly to a stop. This wartime ban against the operation of wireless outfits by amateurs has now been lifted, and amateurs are once more free to take up this interesting study. With the restrictions lifted, dealers are giving particular attention to the sale of wireless supplies, a line which has been developed by many stores to be one of the most profitable lines carried. The window shows how one New York City dealer calls attention to the lifting of the ban.

A Fan Window that Won Attention and Sales



Half a dozen good ideas in fan windows are combined in this display designed by Edward D. O'Dea, retail manager for McCarthy Brothers & Ford, Buffalo, N. Y., last season. The top of the window was bordered by an imitation icicle fringe and the mercury in the pasteboard thermometer was a red ribbon made to run up and down by means of an oscillating fan. Polar-bear models and snow effects carried out the idea of coolness. The window attracted much attention and resulted in many sales.

not get it. Salesmen sometimes forget that the customer is under not the slightest obligation to buy or even to look at the line or hear the selling arguments. They ought to remember this and note that the obligation is on them, not on the dealer. It is one thing to have abundant assurance and it is another to carry it to the point where it becomes the next thing to insolence.

Some Pointers for Good Salesmen

"UTILITY Company Salesmen" was the title of a paper prepared by William Jaeger on which he won the first prize in competition with other employees of the Public Service Company of Northern Illinois. Some of the pointers which this paper gave follow:

A salesman's work is not always easy and pleasant. He has to meet each and every one under all kinds of circumstances. He has to be wide awake and by his rapidity of thought and diplomacy he must be prepared to escape any traps set for him.

No matter how vexed, he must smile, for the man with the smile wins. Personality, courtesy, thoughtfulness, punctuality, neatness and being a good conversationalist are necessary for a good salesman. Anybody can take orders, but few have the ability to sell.

A salesman must have faith in the

company he works for. He must have faith in himself. He must have faith in his goods and he must know his goods thoroughly.

A good salesman doesn't sell just to make a sale. He sells with the thought



Making Your Customer Think About You

By C. L. FUNNELL

HE'S A SALESMAN for a big electrical house, and each year his books show that he's a better salesman than he was the year before. The other day he stepped into the office of a big prospective customer.

"Have a cigar?" he offered, extending his case.

"Nope," refused the customer.

"How about a cigarette then?"

"No, thanks, don't smoke."

"Say, that's fine! I don't either. But I find chewing gum is a lot more soothing than disrespectful. Have a piece?"

And Mr. Customer accepted the gum. Shortly afterward he signed an order.

"If he had refused the gum, I had some milk chocolates he would have tried," confided the salesman on the way out. "I always like to get my prospect smoking one of my cigars or chewing a bit of my candy. Somehow it steers his mind away from his own thoughts, and gets him thinking about me and my business with him."

that he is doing the customer a good turn. He never leaves them with the feeling that they have been victims; but he knows that he can meet face to face again, convinced of their faith in him and his goods.

A good salesman doesn't have to be a good liar, as most people think. Honesty is always the best policy.

A good salesman doesn't wait to see what the other fellow will do, but starts now—not to be led, but to lead. He does a thorough job and leaves nothing undone. We cannot all be leaders but we can keep the other fellow jumping and hustling to keep ahead.

A good salesman does as he is told, and more without being told.

A good salesman boosts. Everybody likes a booster, and every time he boosts it includes a boost for himself.

A good salesman will not take an unfair advantage. It isn't always the man with the wind and speed that wins.

A good salesman doesn't make his company feel that he is indebted to them, but they to him. Rather be a creditor than a debtor.

A good salesman studies his fellow-men and knows them.

All of us make mistakes, but a good salesman seldom makes the same mistake twice.

A good salesman watches the little things as well as the big things. He knows they later develop into the big things.

A good salesman doesn't only have to be a good talker, but a good listener, as well, for everybody likes to be heard. We have two ears and one mouth, evidently we are supposed to listen twice as much as we talk.

A good salesman realizes the word "can't" is not in the American dictionary. His slogan is "It can be done and I will do it."

If You Want to Be Liked

Don't contradict people, even if you're sure you are right.

Don't be inquisitive about the affairs of even your most intimate friends.

Don't underrate anything just because you don't possess it.

Don't believe that everybody else in the world is happier or more contented than you are.

Don't conclude that you have never had any opportunities in life.

Don't believe all the evils you hear.

Don't repeat gossip even if it does interest a crowd.

Don't jeer at anybody's religious belief.

Learn to hide your aches and pains under a pleasant smile. Few people care whether you have the earache, headache, rheumatism, or any other pains.

Learn to take a cheerful and optimistic view of everything and encourage hope.

Show Window, Counter, Mail Advertising and Specialty

DEALER HELPS

*What the Manufacturer Offers to
Help You Get More Trade*



"The Blue Bird Book"

Probably the most artistic booklet so far issued descriptive of an electric labor-saving appliance, is the attractive "Blue Bird Book" being distributed by the new Blue Bird Appliance Company, St. Louis, Mo. The "Blue Bird Book" is intended to sell the idea of the electric washing machine to the woman buyer, and does so by easily-read text and dainty pictures, both charmingly



A characteristic illustration from the "Blue Bird Book," a washing-machine booklet which sets a new standard in advertising literature for household appliances designed to have a feminine appeal

conceived for the purpose. Undoubtedly this "Blue Bird Book" printed matter will mark a new standard in advertising literature for household appliances designed to have a feminine appeal.

To the electrical retail trade the company has also addressed a fourteen-page message "Seven Billions Untouched," pointing out the opportunities in domestic appliance sales, and especially in electric washers, of which, it is stated, as many were sold during the last fourteen months as in the previous fourteen years.

The opening page reads:

"The electrical household appliance industry is at the threshold of a growth so great as to literally stagger the imagination.

"Yet this fact is not realized by those who are actually in this line of

business, the very ones who will reap the profits of such a situation, if they are prepared to do so.

"It is to lay before everyone interested the imminence and immensity of the household appliance business, and to make clear the measures which should be taken to harvest the profit of this condition, that this booklet is written.

"Some have already grasped the tremendousness of this situation and are making plans accordingly. Others have only dimly seen what is coming, and have done nothing to take advantage of it. But the vast majority of those making or selling electrical appliances have only the faintest conception of what a wonderful harvest of household business lies ready for reaping."

How to Make More Profit in Two-Way Plugs

How to make more money on Benjamin two-way plugs is told in a twenty-eight-page booklet, soon to be issued by the Benjamin Electric Manufacturing Company, Chicago. This is of particular interest to the dealer at this time, because the plug offers a better margin of profit, since the list price was recently increased from \$1 to \$1.25 each. This question of a single sale is secondary, however, as the Benjamin company is merchandising the plug to the customer in lots of three for \$3.50. This remarkable sales plan was evolved and perfected after a careful customer investigation which proved that wherever there is a place for one plug, there are usually places for three. Furthermore, it was thought that with the same amount of effort the dealer can dispose of three as easily as he can dispose of one and with a corresponding increase in profit.

All this is set forth in the twenty-eight-page booklet. And besides this copies of the Benjamin company's popular advertising, its window display material and other advertising work are shown. All of these helps are, of course, free to the dealer who wants them.

Folders About Fuses

Five attractive folders for envelope insertion or for direct mailing are being distributed among dealers and contractors by the Chicago Fuse Manufacturing Company, in pushing the sale of the "Union Renewable Fuse." Each of the folders carries a good selling phrase in the upper left-hand corner of the side for the address as for example, "Idleness Hangs on the Bad Fuse," and "The Fuse, Like Knowledge, Is Power."

Iron Folder for House-to-House Distribution

"You Don't Need to Move From This Spot," is the title of a novel little folder just issued by the Westinghouse Electric & Manufacturing Company, which is also sending to dealers a friendly letter containing the following words of good advice:



"You Don't Need to Move From This Spot" is the title on the front cover of this folder, which is perforated to give the reader a glimpse of the "spot" within.

"You have doubtless had to purchase irons as well as other appliances in broken-package lots due to small demand. We agree with you that there is not much money in appliances unless you buy in bulk packages.

"The spring season is the proper time to push the sale of electric irons, and if you will arrange for a two weeks' campaign and use this little folder for house-to-house distribution, or for mailing to your list of customers and prospective customers, and fill your windows with irons, and use the window stands and cards we will gladly furnish you, the irons can be readily disposed of, allowing you to buy at the largest discount and make a quick turnover possible."

To Help You Build a Bigger Fan Business

KEEP THAT GOING!

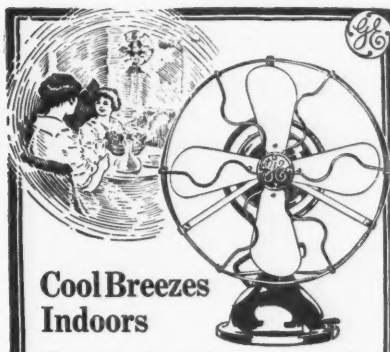


No Modern Sickroom is without its Fan

Doctors appreciate the necessity of keeping the air of the sickroom in motion and renewing it frequently. An electric fan, properly placed, will aid ventilation without causing a draft. Its use is essential to summer time comfort in every room of the house. It costs but a trifle to operate.

We are agents for fans of Guaranteed Excellence made by the General Electric Company

7-35



Cool Breezes Indoors

The breezes of mountain or seashore may be enjoyed in the city apartment equipped with a G-E electric fan.

(Space for additional copy)

F-75

Nothing Hot But the Stove

Visitor: "I have just been to the bakery. I find it too hot to do any baking at home this sultry weather. How do you stand it?"

Visitor: "Oh!—I see. But I never thought an electric fan would make such a difference."

Housewife: "Oh!—Yes. Be up-to-date and you will be comfortable."

A G-E Electric Fan will keep you comfortable at a cost of less than a cent an hour. Come in and select your fan. We handle all new and styles. They are The Leaders of the Market.

Mailcard for Dealer's Name
F-31



In the fourth edition of the annual catalog of newspaper electrotypes issued by the General Electric Company, there are literally scores of advertisements available for dealers who are eager to

cash in on the fan business of the coming summer. Three of the advertisements are reproduced above. The electrotypes are obtainable in various sizes, to suit the needs of the dealer.

A "Spring Opening" for Fixtures

Has it ever occurred to you to apply the big successful spring opening idea used by milliners, furniture stores, etc., to fixture selling? You know how it's done—or if you don't she does. You've heard her tell about them. "Oh! here's Hatter's ad in the paper to-night and here's the very hat I saw in their window today. Their entire store is one big hat show. And their window!"

Then in a day or two she gives you the dope on the furniture and department store openings. Stores of nearly all classes get in on this big idea.

How are you to apply this spring opening idea to fixture selling? Up-to-date fixtures should be just as much of an item as the davenport or the new rug, in redecorating the home. The varied styles now being used with Mazda C lamps for home lighting offer a wonderful opportunity for a spring opening that would be just as attractive as millinery and furniture openings.

Usually window displays and newspaper ads play the most important parts in campaigns of this nature.

Your newspaper ads too, can be just as attractive as the other spring opening ads. Let your advertising carry the idea that you have just

what is needed to add the finishing touch to the "spring clean-up." All the effectiveness of new furniture and hangings is entirely lost, especially in the evening, if the lighting fixtures are not harmonious. The old idea that "fixtures" are necessarily a permanent part of the building is rapidly passing out, and rightly so. To gain the greatest benefit from modern ideas of home decoration, make your ads of lighting equipment attractive.

Wouldn't you like to know that the furniture man's wife is giving him the dope on your lighting fixture opening?—*The Stimulator*.

Hotpoint Features the "June Bride" Gift Idea

The Hotpoint Division of the Edison Electric Appliance Company, Inc., Chicago, makes a point of "selling" its dealer-help and advertising service to its retail dealer friends just as intensively as it provides for the dealer to sell its appliances to the public.

In the attention-compelling broadside sent out for May, complete assortment of Hotpoint window displays, lantern slides, newspaper electrotypes, booklets, street car cards and store signs are described, and the dealer is taken into the company's confidence, and shown advance reproductions of national magazine

advertising during May and June, including a full page selling appeal based on the idea of "electrical gifts for the June bride, and also on the idea of getting started on these sales in season."

The new Hotpoint iron window display also featured is a cardboard cutout 38 in. wide by 26 in. high, in eight colors. A substantial folding cardboard table provides an exhibition pedestal for an iron in the display window.

Comedy Films for Dealers

Neil Gallagher, manager of the service department of the Automatic Electric Washer Company, Newton, Iowa, has some brand-new comedy films for his dealers to use in their local territories. These show the labor-saving idea exemplified by an electric washer. Mr. Gallagher's department is also supplying advertising literature for dealers to send to prospective customers.

VOSS BROTHERS MANUFACTURING COMPANY—Newspaper advertising cuts, booklets, personal letters, movie slides, and store cards which the Voss Brothers Manufacturing Company, Davenport, Iowa, supplies to dealers who handle the Voss electric washer, are described and illustrated in a compilation of Voss dealer-helps just issued.

STORE EQUIPMENT AND METHODS



*How to Plan and Equip Your Store
—Systems Used in Successful Merchandising*



The Merchandising Maxims Behind a Busy Bridgeport Store

BY G. R. SMITH

The Gale Electric Company of Bridgeport, Conn., believes with Ralph Waldo Emerson that "Life is not so short but that there is always time enough for courtesy." This is in line with the policy of the company's sales manager, E. L. Bennett, that the customer is always right.

"It should be the ambition of every successful business man to have a store that the public will appreciate, a store where the customer may feel free at any time to call for information relative to the line distributed. Service is not sold; it goes with every transaction. Prompt service at the store or by telephone should also be deemed essential."

The Gale company's store is accordingly beautifully finished and fitted, with decorations and fittings harmonizing. Draperies are in two-tone brown, and the decorations

throughout the retail store are in that shade. In the fixture room, the art motif is old rose, and the bracket fixtures are made particularly attractive by being set off by black-velvet mountings.

Keep Your Stock Clean

"Keep your lamp stock out in plain view and keep the cartons clean. When your customer is looking at them be ready to suggest taking some lamps home to fill the empty sockets or keep in reserve for emergencies," is the advice C. T. Laird, Potwin Electric Company, Peerless Division agents, Potwin, Kan., offers from his own experience.

Mr. Laird's suggestion about making the lamp stock as attractive as possible by keeping the cartons clean can be taken to heart by many dealers. Sell from the counter or showcase display as well as from the shelf stock and don't let the display stock get dusty. A fresh-looking carton is more attractive than a soiled one.—*The Stimulator*.

A Background Idea

The Silver State Electric Company, of Denver, Col., always has a neat-looking window. The firm's display window is not large but it draws attention. At the back of the window has been built a background about 3 ft. high. This is made in panel effect. There are four panels and they are made so that a card can be placed in each panel and removed at will.

When the Silver State people arrange a window display, of say flashlights, they have painted attractive cards calling attention to the signs. These cards are placed in the panels. When the window is changed so also are the cards. This manner of arranging a display is far more attractive than if the cards were placed in the window, as it is something out of the ordinary and gives the window a neater appearance.

How to Build a "June Bride" Window Display

The show windows illustrated in the article by F. A. Edkins, manager of electric shops, Commonwealth Edison Company, Chicago, on page 220 of this issue, are located at the Clark Street entrance of the Edison Building, on each side of a deep V-shaped vestibule which runs from the street back into the building, a distance of 30 or 40 ft., converging to two large revolving doors which give entrance to the building and to the Electric Shop. Thus these windows, while somewhat open to the street, are virtually inside the building. These windows are wide at the base of the vestibule and taper to a point at the street, being triangular in shape.

"The wedding scene," says Mr. Edkins, "was intended to tie up with our local advertising of electrical appliances as appropriate and acceptable wedding gifts during the month of June."

The back wall of the window is covered by a painted landscape drop, representing a little country church with a gay wedding party just emerging from the doors and in the foreground the effect is carried forward by means of grass cloth and a winding gravel path leading up to the church. In the immediate foreground a large bridal bouquet is connected by silk ribbons with various appliances suggested as wedding



It should be the merchant's ambition to have a store that the public will appreciate, declares Edgar L. Bennett, sales manager for the Gale Electric Company, Bridgeport, Conn. In the fixture room here shown, the decorations are in old rose, and the wall fixtures are attractively set off by black velvet panels.

gifts, each appliance being plainly marked with the price on a neat gold lettered card. The only other reading matter in the window is a framed water-colored sketch, this being the original of a colored poster which we got out showing a June bride inspecting her wedding gifts electrical.

"LET'S GO!"

The hum of industry means jobs for the boys as they come home. Let's all keep industry humming by working together, employers and employees, in harmonious co-operation.

"From the standpoint of composition this window display undoubtedly outrages every artistic convention, but the sheer charm of the landscape on the back drop, and, perhaps, the absurdity of a lawn bedecked with percolators, toasters, etc., drew crowds of people to the window and was the direct result of largely increasing our sales during that month. I would not claim any merit for this window except the merit of pulling people into the store; in spite of its incongruities it really *did* boost our sales.

"The photograph of the opposite window (shown below) shows what is termed a 'double side' or 'see through' window, the back wall of

the window consisting of a large sheet of glass facing an alley. This is one of the hardest kinds of windows to treat effectively, as one gets all kinds of cross lights and reflections, to say nothing of the very unattractive view of the brick wall on the opposite side of the alley. In this case we wished to emphasize the attractiveness of reed-ware lamps and fixtures, together with such electrical appliances as tend to make a mid-summer breakfast or tea on the porch a cool and delightful function.

COTTAGE FRONT PURCHASED FROM MAIL-ORDER HOUSE

"Our own carpenters estimated that the cost of a back-set representing the exterior of a cottage opening on a porch, together with the railing, would cost us about \$75 to build. One of our ingenious young men, however, succeeded in obtaining the necessary parts knocked down and ready to assemble, from one of the large mail-order houses at a cost of less than \$20. The paneled window effect in the porch doors was obtained by using white tape strung across the framework and backed up by draperies. After the railing and back-set had been assembled in the window, they were given one coat of heavy, quick-drying paint; in fact, I am not sure that even paint was used, possibly it was calomine. At

any rate the effect was charming. Between the railing and the plate-glass window, flower boxes were set with artificial tulips, and artificial flowers were also used in the baskets and vases.

"In this case again we used large water-color sketches in the window,

"LET'S GO!"

Are we giving our best efforts to the country or do we think that because the war is over we can take life easy? Prosperity is all up to us! Keep the wheels turning.

these being artistic sketches from which some of our posters had been made. In spite of the almost insuperable difficulties connected with this window, we managed to produce a sketchy but very attractive effect, and received not only very many compliments, but what was more to the point, a substantial increase in the sale of reed-ware lamps and other articles exhibited in the window.

"I might add that the back drop in the window first described cost us about \$60. It was a beautiful piece of work done by local theatrical sign painters, and we subsequently sold it to an out-of-town concern for half what we paid for it—so the window was not very expensive after all."



"A compelling window display," says Mr. Edkins, "is the long arm of publicity reaching from your window into the procession of passers-by—arresting their interest, stimulating their desire to buy, drawing them with the irresistible magnetism of a powerful sales-appeal to pause, look and enter."

HINTS FOR THE CONTRACTOR

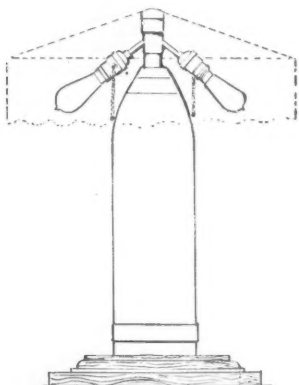


Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

Portable Lamp Made from War Relic

BY GEORGE C. KUTH

A Michigan contractor has made up several attractive table lamps for his customers, using as the standards empty 3-in. shells as shown in the sketch. In one instance the shell was furnished by the customer, a re-



Empty 3-in. projectile—a war souvenir—used as standard for novel portable lamp.

turned officer who brought the projectile back from overseas. In the other cases the contractor was able to purchase discarded empties from a nearby machine shop which had a contract for shell-making during the war.

To complete the portable lamp it was necessary only to polish the shell surface, drill holes top and bottom for the wires, add a socket bracket and shade holder at the top, and turn out a wooden base into which the shell could be fitted.

How to Get More Fixture Business

A contractor-dealer in an Indiana town where wiring contracts are plentiful at the present time refuses to start wiring on the prospective customer's house until he is assured that the customer has bought the fixtures which are to go on the job. He finds that this policy not only increases his own fixture sales but cuts down possible losses from his contracting business.

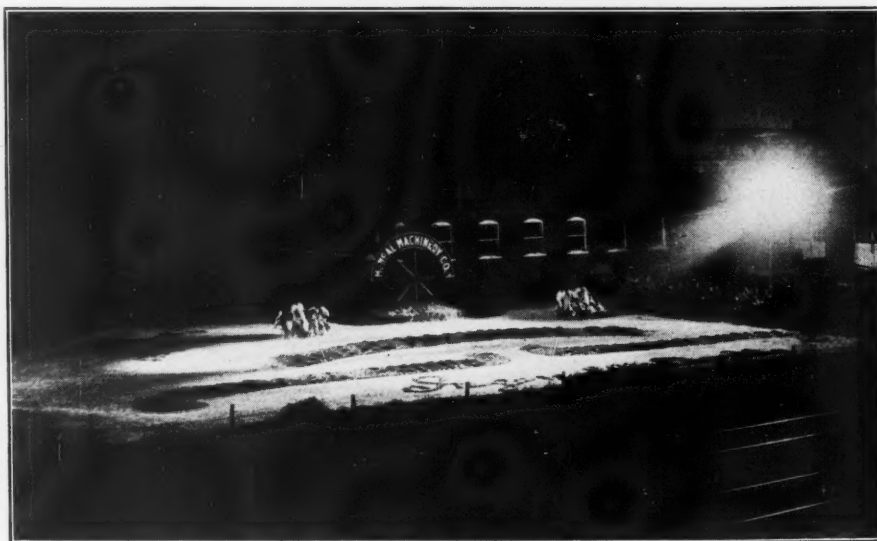
In practice it works out something like this. When a customer has given an order to have his house wired this dealer frankly tells the customer that he will not begin wiring the house until the fixtures have been purchased. He explains his reasons for this policy by stating that he wants to complete the job in one trip. He does not wish to take his men out there and have them complete a certain portion of the work, take them away, and then return them to hang the fixtures. He explains to the customer that in addition to being an advantage to the electrical contractor this plan is advantageous to the customer also, since it cuts down the time of men going back and forth and thus reduces the cost of the job. Following this policy has made it possible for this dealer to get much more fixture business than he was able to secure in the past, because it confronts the prospective buyer with the necessity of getting the fixtures ordered promptly and does not permit him time to think about going to some other larger town or about shopping around among other dealers. It is quite obvious that the plan also substantially reduces the amount of unproductive labor in the various contract jobs.

Establishing Local Credit

The manager of an electric shop in the Middle West has a keen appreciation of the value of a good local credit standing. He also has devised a definite and legitimate way of establishing his credit. Early in his career he decided to establish his standing with certain large industrial plants in the city. He had a form printed which he called a "requisition for material." Then he sent one of his men to the industrial plant to buy a few items, offering the requisition. If credit was granted no further procedure was necessary. If it was not the man making the purchase expostulated but finally paid cash for the items. If this happened the manager went to the industrial plant's credit department, talked things over and convinced the credit man of his good standing. When this performance had been repeated several times the "requisition for material" was accepted as perfectly good paper.

Floodlighting for Flower Bed

The McNeal Machinery Company, which deals in mining machinery in Joplin, Mo., is lighting a beautiful flower bed in front of its plant by means of two 500-watt Mazda C lamps in floodlighting reflectors. The advertising value of such illumination was pointed out to the machinery company by C. L. Proctor, contract agent for the Empire District Electric Company of Joplin, and made the sale of the equipment easy.

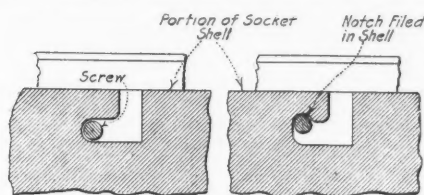


This flower bed at Joplin, Mo., is floodlighted by two 500-watt lamps, and serves to advertise the machine company to passengers on passing trains

Holding the Shells on Old Sockets

BY F. E. STEELMAN

Practically all of the lamp sockets of the older types were made with "bayonet" locking slots, as shown at the left in the sketch. Trouble is frequently experienced with this arrangement, due to the shell becoming



T-Slot as Usually Manufactured. T-Slot as Modified.

A simple notch filled in the shell, as shown in Fig. 2, prevents it from becoming loosened and dropping down, as so frequently happens when the shell is constructed as shown in Fig. 1.

ing loosened. It will then drop down and expose part of the mechanism of the socket and the wiring. These troubles are experienced most frequently where a socket is subject to vibration—or with key sockets, where the lamp is turned on or off frequently. It will be found that if a notch is filed in the slot in the socket shell, as shown at the right, the shell will remain in position and the difficulties above referred to will be greatly minimized.

Where Price Is Automatic and a Matter of Detail

BY A. SALESMAN

Can you imagine an electrical contractor-dealer, doing perhaps \$60,000 worth of work a year, making the statement: "The price I get for my work does not interest me."

If his prices did not interest him, what he said certainly had some interest for me, and I inquired if I had heard and understood him correctly.

"I think so," he replied, "but as you seem surprised, I'll explain. With me price is a mere matter of detail. It is based on costs; it has ceased to interest me since price-making became automatic."

By this time I was interested and asked what did interest him?

"The thing that interests me most vitally," he said, "is the business of my customers, and how my product can be of greatest value to them.

"Some years ago I used to think first of getting the order. What the order was for—whether it was wisely placed or not, never bothered me—and in doing this I did some work that never should have been done. I delivered work that ought never to have gone out of the shop or on the job.

"One day I began to think about all of this and wondered if there were not some way by which the practice could be stopped. I said to myself: 'If a customer will pay me \$200 for a job that is really worth less than \$100 to him, he ought to be willing to pay \$300 for a job that is actually worth 100 cents on the dollar, measured by returns. If I can figure out some way to give him 100 per cent value, I can get any price my work costs to turn out plus fair profit.'

"And that is the basis of it," continued this electrical contractor, "and that is why I am not interested in what I get for my work, and why I am deeply interested in what my work will do.

"In my judgment," he went on, "it is because so many electrical contractors have their minds fixed on price that so many of their customers ask: 'How much will it cost?'

"In this city there are perhaps thirty electrical contractors doing business. More or less they are soliciting orders and I believe that most of them base their overtures for work on 'I can save you money.'

"Think of it—many of these electrical contractors preaching the gospel, 'whatever you pay, you pay too much, because I can do the work for less.' Is it any wonder that even my customers are sometimes naturally inclined to consider price first?

"There is a lot more satisfaction in proving to a buyer that the price I ask is just than there is in proving that the other fellow asks too much or too little.

"If we could get every electrical contractor to work on the basis of what our products *will do*, not what will the work *cost*, there would be fewer contractors, but those left would make more money and the desire to use electrical products would increase many fold."

"I agree with you," I said. And because I agreed with this electrical contractor I am passing his thoughts along.

Why should not every electrical

contractor be honest with himself along the lines suggested by the dealer quoted? Are you really interested in making the work you sell of real value to the customer to whom you sell it? Is this your first thought? Is it more important than getting the job? If it is, then I would say to the man who buys your merchandise and mechanical skill that he can well afford to pay you more for your work than he would to the man whose main thought is landing the job and who is willing to "sharpen his pencil" to get it.

Simple Bowling-Alley Lighting Equipment

BY O. H. ZIMMERMAN

An effective and economical arrangement for lighting bowling alleys and halls utilizes a simple fixture stem equipped at its lower end with a socket and metal reflector of

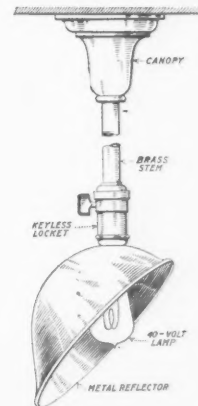


Fig. 1—Fixture used in bowling alley lighting.

the type illustrated (Fig. 1). In installing the fixtures (Fig. 2) they should be spaced at 7 ft. 6 in. centers along over the center of the alley except that the two at the far end are spaced, respectively, 5 ft. from

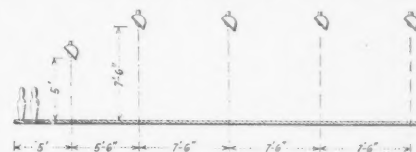


Fig. 2—Locations of fixtures for bowling alley lighting is shown in this side elevation. The runway measures 78 ft. The first fixture is hung 15 ft. from the near end of the runway.

the wall and 5 ft. 6 in. between centers. The height of the fixtures to the center of the lamp should be 7 ft. 6 in. except the one over the pins, which should be 5 ft. high. A 40-watt lamp is used in each fixture.

Handling Material for the Men on the Job

Probably more money is lost in the handling of men and materials than is laid out in overhead expense. The electrical contractor can figure overhead expense, but he cannot figure his loss in handling men and materials. Of course each contractor must work out his own methods which best suit the requirements of his own organization and make for greatest efficiency.

But in the following paragraphs there is outlined the general scheme adopted by a successful Eastern contractor who has employed this system, with modifications, over the last twenty-two years. In his own words the plan works as follows:

PLAN OF RECORDING A JOB— MATERIAL REQUIRED

When we close a contract, our office force makes up the material sheet of all material required to rough-in and finish the job. This saves time, as the man who takes off the material for the job has what is required for it fresh in his mind, while he is working on it, and then when the list is made up complete for both roughing-in and finishing, he does not have to refresh his memory and lose time, which he would be compelled to do if the roughing-in material list was made up at one time and the finishing-material list at another time. After the material list is made up, it goes to the stockkeeper who checks up what material he has in stock, which he

checks off—the material sheet then goes to the purchasing department where a list of material required is made, and from this list purchases are made and placed in the stock room.

A NUMBER FOR EACH JOB

Each job is given a number, and all material taken out of the stock room is charged on two requisitions to the job number. One of the requisitions is given to the bookkeeper at the end of each day, and the other requisition is given to the foreman of the job, who checks up the material and returns the list to the office, noting corrections if any.

Tools for each job are handled in the same manner, except that they are charged to the foreman or workman, whoever takes out the tools, and when returned to the stockkeeper, a return sheet is made out and credit given to the foreman or workman who received the tools.

All material returned is placed on a return sheet and given credit to the job. Requisitions and return sheets are of different color, but have the same number for the job. The roughing-in material is sent out at the time the job is ready to start, and the finishing material is not sent until the job is ready to have the finishing material placed in position.

STORING MATERIAL ON THE JOB

When we send material to a job, if it be a large contract, the foreman gets a room, if possible, to place the material in; and if not possible, he constructs a room in a convenient place where he can store the material and place it in position for quick delivery when wanted, such as $\frac{1}{2}$ -in. conduit in one rack, $\frac{3}{4}$ -in. conduit in another rack, 1-in. conduit in another rack and so on until he has all his conduit racked ready for use. The same applies to all material such as checknuts, bushings, outlet boxes of all kinds, pull boxes, pipe- straps, nails, and a rack for the storage of pipe tools.

If the contract does not warrant a room being built, we send a material box along with the material, this box has a shelf or two and divisions to receive the material. Heavy material is placed in the bottom and small material is put on the shelves and racked on the sides. This box is large enough for the men to lock their tool bags in when through for the day. The foreman has charge of the room or box and takes charge of the key. He is held responsible for the material contained in the room or box.

FINISHING MATERIAL ALSO CLASSIFIED

When the building is ready for finishing material, the same conditions apply as they did in the roughing-in material. Single pole flush switches are placed in one position, double-pole in another, switch plates are separated and placed ready for use. No. 14 wire in a pile, No. 12 in another, and No. 10 in another pile, so on until all sizes of wire are in proper places, ready for quick delivery.

If any material is required on the work while the work is in progress, the foreman on the job notifies the office of the list of material he requires and it is

Portable Generating Plant in Turpentine Fields



The infinite range of uses for portable generating plants is interestingly illustrated by the accompanying picture taken in the cut-over lands being worked by the Yaryan Rosin & Turpentine Company of Brunswick, Ga. The simple means used for effecting portability will suggest many other uses for generating plants of this type. The outfit shown is a 4-kw., 60 to 110-volt outfit, manufactured by the Universal Motor Company of Oshkosh, Wis. The current generated by this plant is used for operating large drills with which the old stumps of trees are bored for the dynamite charges.

the duty of the stockkeeper to see that he receives the material promptly. No men are allowed to bring slips of paper to the office for material. The foreman must telephone the office what he requires and the stockkeeper will have same packed up ready for the man when the foreman sends in after the material.

When a job is started, the foreman is given a workman's order with the number of the job and a plan with the lay-out of the circuits, light outlets, switch outlets, receptacle outlets and heating outlets, showing the locations of same, where the main center of distribution is located, where each panel-board is located and how many circuits are on each panel, size of conduit and wires required, location of pull boxes, also a specification of the material required and a schedule of the outlets required.

OVERSEEING THE WORK

The superintendent visits the work at frequent intervals to see how the work is progressing and to answer any questions the foreman may wish to make. There are conditions arising on the job that could not be seen when the work was laid out, on the plans in the office, and if left to the foreman on the job it may result in a loss of time and material, and my experience has proved that a foreman is pleased when the superintendent or boss comes around to see him. He works harder and tries to get more work completed so that he can make a showing.

There are exceptions to this rule, but I am speaking of the general run of foremen. I do not believe that a foreman or a workman would deliberately waste his time or loaf on a job if proper attention was given him from the office. If the office does not look after the men, how can we expect our men to look after our work properly? Give the men the same treatment we expect from them, and if they do not comply there are other men waiting to take their places who will appreciate a good job.

A Card that Brings in Repair Business

NOTICE!

When starting motor, be sure to push the switch in quick and back to the proper stop. Don't under any circumstances put switch in only part way.

When stopping motor, pull the switch out quick.

If anything occurs that motor does not start when the switch is pushed in quick, notify

Sieffert Electric Co.

TELEPHONE 707 Gas and Electric Light Bldg.

This sign displayed near the starting switch of a motor reminds the operator about the right way to close and open the circuit, and displays the phone number of the maintenance company for convenient reference in case of trouble.

Record of Lighting Fixture Patents

Issued from February 18 to March 11, 1919, Inclusive

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Design Patents

The following are the only design patents pertaining to lighting materials, issued by the U. S. Patent Office between Feb. 18 and March 4, 1919, inclusive:

53,002. Bowl Hanger. Thure Dahl, Brooklyn, N. Y., assignor to Lightolier Company, New York, N. Y. Filed Oct. 31, 1918. Issued Feb. 18, 1919. Term of patent, seven years.

53,003. Fixture Arm. Thure Dahl, Brooklyn, N. Y., assignor to Lightolier Company, New York, N. Y. Filed Oct. 31, 1918. Issued Feb. 18, 1919. Term of patent, seven years.

53,004. Bracket Back. Thure Dahl, Brooklyn, N. Y., assignor to Lightolier Company, New York, N. Y. Filed Oct. 31, 1918. Issued Feb. 18, 1919. Term of patent, seven years.

53,005. Combination Hook and Socket Cover Lighting Fixture. Thure Dahl, Brooklyn, N. Y., assignor to Lightolier Company, New York, N. Y. Filed Oct. 31, 1918. Issued Feb. 18, 1919. Term of patent, seven years.

53,009. Body Plate for Lighting Fixtures. Frederick K. Maerz, Cleveland, Ohio, assignor to the Scott-Ullman Company, Cleveland, Ohio. Filed Oct. 29, 1917. Issued Feb. 18, 1919. Term of patent, three and one-half years.

53,010. Body Plate for Lighting Fixtures. Frederick K. Maerz, Cleveland, Ohio, assignor to the Scott-Ullman Company, Cleveland, Ohio. Filed Oct. 29, 1917. Issued Feb. 18, 1919. Term of patent, three and one-half years.

53,011. Body Plate for Lighting Fixtures. Frederick K. Maerz, Cleveland, Ohio, assignor to the Scott-Ullman Company, Cleveland, Ohio. Filed Oct. 29, 1917. Issued Feb. 18, 1919. Term of patent, three and one-half years.

53,012. Bracket Arm for Lighting Fixtures. Frederick K. Maerz, Cleveland, Ohio, assignor to the Scott-Ullman Company, Cleveland, Ohio. Filed Oct. 29, 1917. Issued Feb. 18, 1919. Term of patent, three and one-half years.

53,013. Bracket Arm for Lighting Fixtures. Frederick K. Maerz, Cleveland, Ohio, assignor to the Scott-Ullman Company, Cleveland, Ohio. Filed Oct. 29, 1917. Issued Feb. 18, 1919. Term of patent, three and one-half years.

53,014. Bracket Arm for Lighting Fixtures. Frederick K. Maerz, Cleveland, Ohio, assignor to the Scott-Ullman Company, Cleveland, Ohio. Filed Oct. 29, 1917. Issued Feb. 18, 1919. Term of patent, three and one-half years.

53,031. Lamp Globe. Louis Dufek, Tacoma, Wash. Filed Jan. 31, 1918. Issued March 4, 1919. Term of patent, seven years.

53,049. Lamp Globe. Arthur Salzer, New York, N. Y. Filed Oct. 12, 1918. Issued March 4, 1919. Term of patent, three and one-half years.

Mechanical Patents

1,294,530. Light Shade Holder. William H. Pearson and John L. Oeffinger, Chicago, Ill. Filed April 12, 1917. Issued Feb. 18, 1919.

1,294,790. Fixture Support. Frederick A. Godfrey, Chicago, Ill. Filed Dec. 19, 1917. Issued Feb. 18, 1919.

1,294,900. Lighting Unit. Edwin F. Guth, St. Louis, Mo. Filed Aug. 18, 1917. Issued Feb. 18, 1919.

1,294,986. Combined Electric Light Bracket and Socket. Wilton W. Wesner, Gloucester City, N. J. Filed Aug. 5, 1918. Issued Feb. 18, 1919.

1,295,563. Electric Fixture Switch. Harry J. Morey, Syracuse, N. Y., assigned to Pass & Seymour, Inc., Solvay, N. Y. Filed March 7, 1916. Issued Feb. 25, 1919.

1,295,705. Lighting Fixture. Augustus D. Curtis, Chicago, Ill., assignor to National X-Ray Reflector Company, Chicago, Ill. Filed June 20, 1917. Issued Feb. 25, 1919.

1,295,778. Lighting Fixture. Earle C. McKinnie, Chicago, Ill., assignor to National X-Ray Reflector Company, Chicago, Ill. Filed June 20, 1917. Issued Feb. 25, 1919.

1,295,852. Hood and Electric Light Support. George W. Cassidy, New York, N. Y. Filed March 15, 1918. Issued March 4, 1919.

1,296,433. Supporter for Electric Globe Shades. Celia L. Schafer and Irwin Arnow, New York, N. Y. Filed Aug. 8, 1918. Issued March 4, 1919.

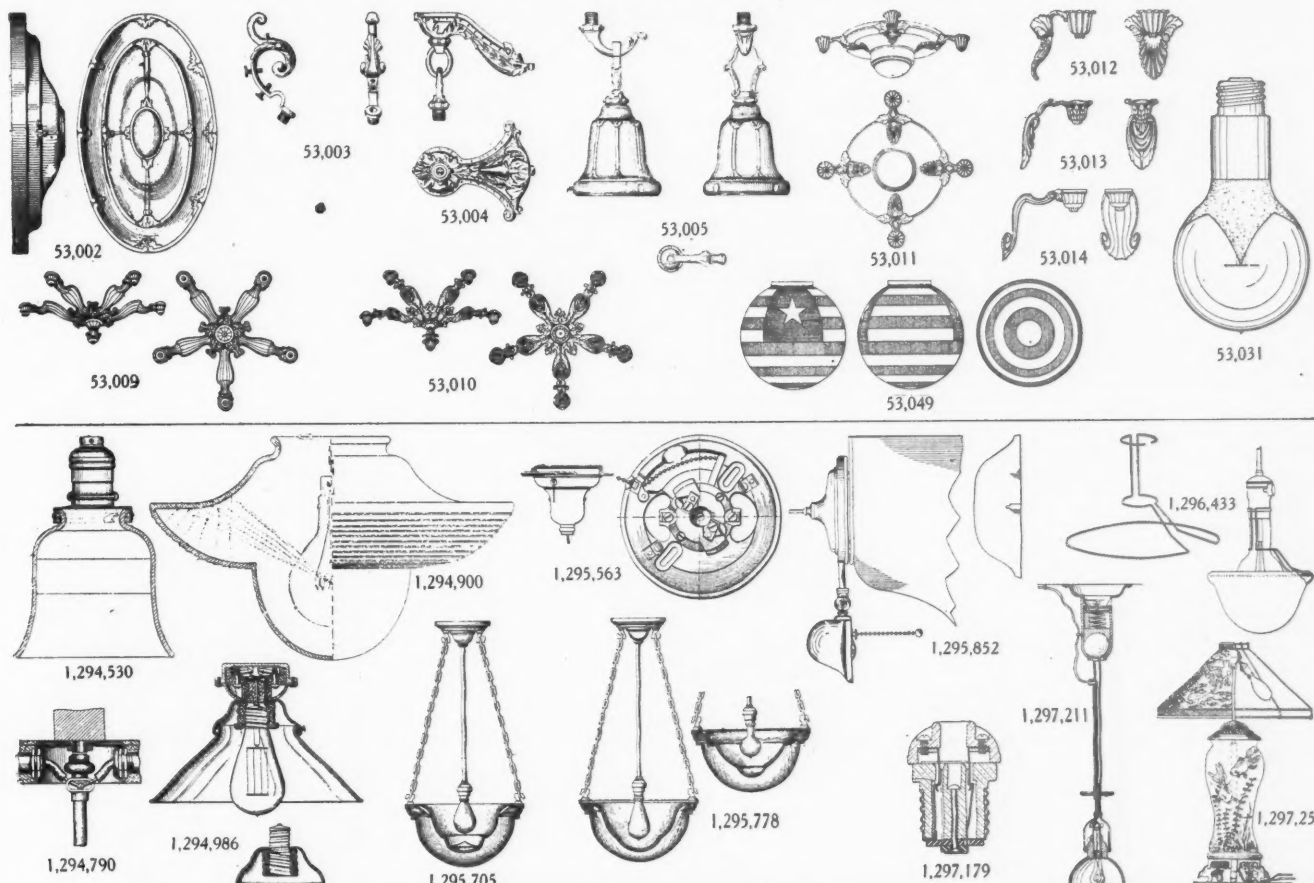
1,297,179. Separable Plug. John J. Kenney, Pittsburgh, Pa., assignor to Best Electric Company, Pittsburgh, Pa. Filed Aug. 7, 1916. Issued March 11, 1919.

1,297,211. Electric Light Bracket. Grover C. Magness, Sardis, La. Filed Jan. 10, 1918. Issued March 11, 1919.

1,297,254. Illuminated Aquarium. Natsuo Sato, San Francisco, Cal. Filed June 14, 1918. Issued March 11, 1919.

What Makes Incandescent Lamps Get Black—A Farm Version

A farmer bought an electric farm-lighting plant which the agent told him could be operated on either gasoline or kerosene. One day when a repair man visited the installation he noticed that gasoline fuel was being used, in spite of its high price. He asked the farmer why he did not use kerosene, save expense, and help the nation conserve gasoline. "Oh, we tried using kerosene," replied the rural resident, "but we soon discovered that it made the lamps get black."



Copies of illustrations and specifications of patents may be obtained from Commissioner of Patents, Washington, D. C., for 5 cents each

NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

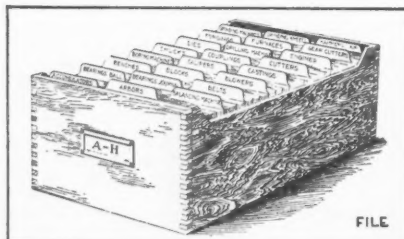
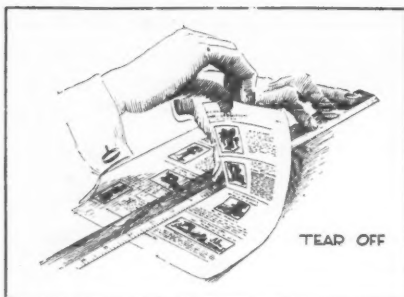
*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many New Appliances to LIGHTEN THE LABOR OF THE HOME

How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number ELECTRICAL MERCHANDISING has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it*, right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



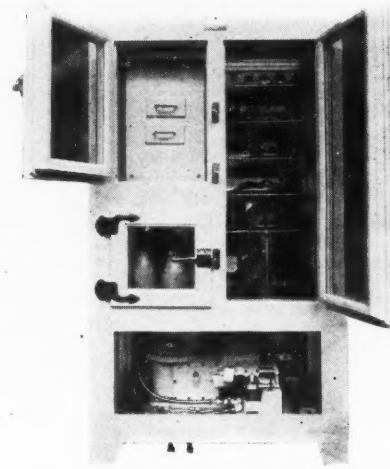
This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of ELECTRICAL MERCHANDISING. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.

Self-Contained Automatically Operated Iceless Refrigerator

From *Electrical Merchandising*, May, 1919

A self-contained automatically operated iceless refrigerator known as the "Frigidaire" has been placed on the market by the Frigidaire Corporation of Detroit, Mich., and 1760 Broadway, New York City, for use in homes, hospitals, stores, etc. It operates on the same principle as the so-called compression system used in large refrigerating or cold-storage plants but uses a harmless gas known as sulphur dioxide as the refrigerating fluid. The brine tank is located in the upper left-hand corner of the cabinet and the rest of the machinery in the cabinet's base. The compressor is driven by an electric motor and has a swing suspension which absorbs vibration. The machinery requires no attention except infrequent oiling and is quiet in operation, being totally inclosed. A feature of this refrigerator is that it has two drawers containing molds for making forty-eight ice cubes for table use and other special purposes. Sherbets, custards, etc., may also be chilled or frozen in these ice-making compartments.



The dimensions of the refrigerator itself are, height 67½ in., width 39 in. and depth 24½ in. Finishes of white enamel or natural wood may be had.

Hand-Wrought Lighting Fixtures

From *Electrical Merchandising*, May, 1919

Chandeliers, brackets, lanterns and ceiling types are included in the line of hand-wrought iron lighting fixtures just designed by the Beardslee Chandelier Manufacturing Company, 216 South Jefferson Street, Chicago. Among these designs is a fixture finished in polychrome effect, touches of red, blue, gold and other harmonious colors being introduced on a rusty iron effect background.

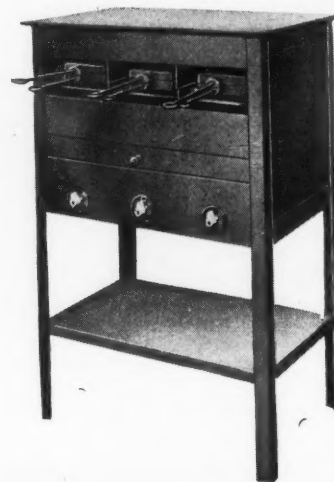


Combination Electric Waffle Baker, Griddle and Toaster

From *Electrical Merchandising*, May, 1919

A recent addition to the line of cooking apparatus made by the Duparquet, Huot & Moneuse Company, 108 West Twenty-second Street, New York City, is a combined electric griddle, toaster and waffle baker. It is constructed throughout of heavy wrought steel bound and braced with polished steel trimmings mounted on an angle-iron frame with an undershelf. The griddle top is made of polished steel, is heated by the same units that heat the waffle irons, and can be used separately or in connection with any of the other two operations.

Heat in the toasting or baking compartment is supplied by both top and bottom units, separately controlled by three heat switches. Bread is toasted on both sides at the same time, saving considerable time over other methods. Three waffle irons, each holding two cakes, rest on an angle-iron frame which can be removed when the fixture is used for toasting, three bread-toasting frames being furnished for this purpose. A removable drip pan is also supplied for cleaning, etc. This cooking device operates on 110-220 volts, has a total connected load of 6 kw. and weighs 200 lb.



Bowls and Shades for Lighting Fixtures

From *Electrical Merchandising*, May, 1919

The accompanying illustration shows the design of a new line of glassware now ready for delivery by the Beardslee Chandelier Manufacturing Company, 223 South Jefferson Street, Chicago. This line includes bowls in popular sizes with shades to match, as well as lantern forms for use in halls, vestibules, etc. A feature of the bowls are their depth, permitting the use of single large wattage lamps, properly concealed. The small shades in this line are deep enough to conceal the average lamp used in residence lighting and large enough in diameter to insure a full distribution of the light. The forms readily lend themselves to use with great variety of fixture designs. A magnolia white glass, satin finished on the outside, is used in the manufacture of these designs.



Combination Lamp and Phonograph

From *Electrical Merchandising*, May, 1919

A lamp of artistic design which cleverly conceals a complete motor-driven phonograph is being marketed by the Endless-graph Manufacturing Company, 4200 West Adams Street, Chicago. The motor is situated in the base of the lamp. This base is open underneath and releases the sound between itself and the table. The record is put at the top of the lamp proper, a needle is attached to a support that looks as though it holds the shade and which may be let down when the phonograph attachment is to be used. When the phonograph is not in use the needle arm snaps back as a shade support, and the cover is put over the record holder so that all markings which might identify the artistic table lamp as a phonograph are obliterated.

Washer with Automatic Stop and Lock

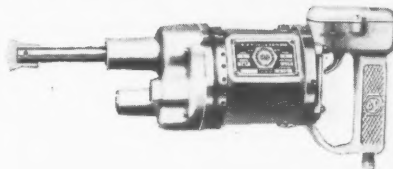
From *Electrical Merchandising*, May, 1919

An automatic stop and lock on its washing drum are pointed out as important features of a clothes-washing machine recently developed by the Fosston-Carpenter Company, 473 Cleveland Avenue North, St. Paul, Minn. By placing the automatic lever in a vertical position the drum is automatically stopped with its cover in line with the wringer, ready for removing and wringing out the clothes. This device also locks the drum in this position, so that if the machine is accidentally started while the operator's arm is in the drum no injury will result. Other features of the machine are adjustable legs and an automatic friction release which allows the motor to revolve freely in case the machine is started under an overload sufficient to damage the motor.

Valve Grinder with Pistol Grip and Trigger Switch

From *Electrical Merchandising*, May, 1919

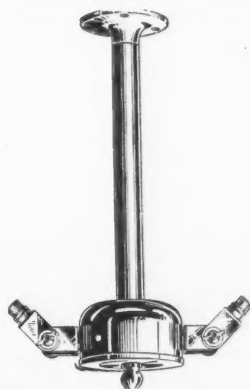
To supplant the old laborious method of grinding valves by hand the Black & Decker Manufacturing Company of Baltimore, Md., has recently developed an electrically driven valve grinder. The spindle of the new device is said to oscillate with a long steady sweep similar to the movement obtained in hand grinding but many times more rapid. The pistol grip and trigger switch are employed and make it possible to operate and control the grinder in a very convenient manner. An air-cooled $\frac{1}{2}$ -hp. motor is used and operates on standard circuits of either alternating current with a range of 25 to 60 cycles or direct current, being made for 110, 220 and 32-volt circuits. The tool is adaptable to various types of valves, bits for this purpose being provided.



Adjustable Lamp Clusters for Portable Lamps

From *Electrical Merchandising*, May, 1919

The adjustable lamp cluster just developed by the Peerless Light Company, Halsted, Adams and Green Streets, Chicago, fits not only one or two particular shades but can be used, it is pointed out, with any type or shape of portable lamp shade. It is also claimed that because of the swivel adjustment incorporated in the clusters the sockets can be adjusted to obtain the utmost efficiency from the lamp bulbs under all conditions. These clusters are made with the "E-Z" wire stem, which facilitates assembly and wiring.



Electrically Heated Hand and Face Dryer

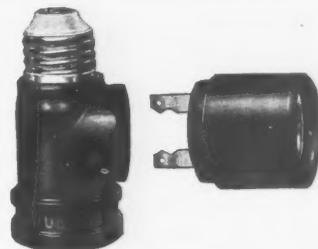
From *Electrical Merchandising*, May, 1919

The Groton (N. Y.) Electrical Devices, Inc., has improved the motor and heating unit hangers in its "Airdry," a machine controlled automatically by foot lever for drying the hands and face by electrically heated air. This improvement permits the machine to be partly knocked down when shipped. It insures the machine being received by customers in better alignment than when shipped completely assembled. The "Airdry" is called the "electric towel." It is sanitary and reduces fire hazard.

Combined Current Tap and Lamp Receptacle

From *Electrical Merchandising*, May, 1919

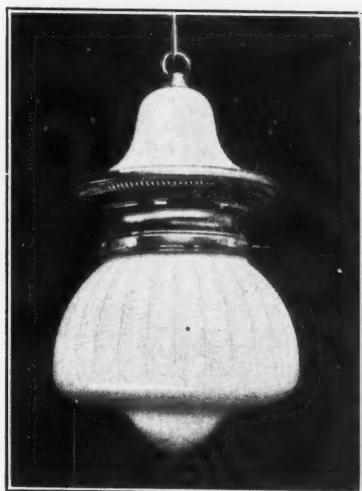
The wiring devices manufactured by Harvey Hubbell, Inc., Bridgeport, Conn., have been recently supplemented by the addition of the No. 6700 current tap, which is a combination of a current-tap body and a lamp receptacle, both made of heat-resisting composition. Not only is an extra source of current supply provided without interrupting the service from the regular lamp, but the additional outlet will take all standard plug caps or any one-piece screw-base plug. Another feature is found in the fact that the lamp hangs in the correct vertical position and the tap is so designed as to allow the use of glass or metal reflectors.



Commercial Lighting Fixture for Stores and Offices

From *Electrical Merchandising*, May, 1919

An artistic design and high illumination efficiency are said to be combined in a commercial lighting unit recently placed on the market by the General Gas Light Company, 50 West Broadway, New York City. This fixture, known as the "Humphrey Radio 30" is bugproof and well ventilated and has a self-centering spring globe holder with a porcelain enameled dome. The globe is of milk-white glass. When the metal parts of the fixture are finished in antique brass a green porcelain enameled dome is supplied, and when they are finished in nickel a white porcelain dome is furnished. The length of the unit is 38 in. from the top of the canopy to the bottom of the globe.



Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you want to buy. Continued on third and fourth pages following.

GOSSIP OF THE TRADE



*Glimpses of Electrical Men as
Caught by Lens and Pencil*

Pacific Coast Trade Holds Third Joint Convention

"To develop co-operation and the spirit of harmony" and to exchange experience on problems common to all branches of the electrical industry, the third joint annual convention of the Pacific Coast Section of the N. E. L. A., the Pacific division of the Electrical Supply Jobbers' Association, and the California Association of Electrical Contractors and Dealers, was held at Coronado, Cal., from May 5 to 8. Nearly 500 persons attended the convention.

The papers before the jobbers' sessions included those by D. C. Pence, Illinois Electric Company, on "Competition Based on Vindictiveness"; W. S. Berry, Western Electric Company on "Service on Returned Goods," and H. L. Harper, Western Electric Company, on "Relations Between Contractor, Jobber and Manufacturer."

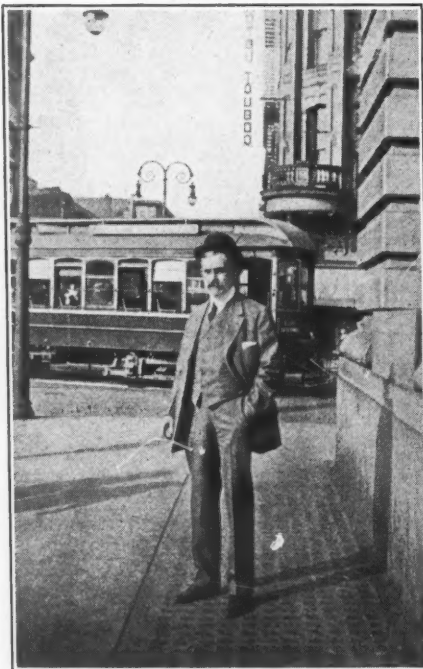
CENTRAL STATION TOPICS

Samuel Kahn, Western States Gas & Electric Company presided at the central station sessions, and during the commercial committee sessions, addresses were made by A. W. Childs, Southern California Edison Company; L. H. Newbert, Pacific Gas & Electric Company; K. E. Vankuren, Westinghouse Company; J. O. Case, General Electric Company; B. M. Maddox, Southern California Edison Company; A. B. Wollaber, Southern California Edison Company; P. H. Booth, Hotpoint company; M. A. Delew, electrical contractor and R. C. W. Libbey, Simplex Electric Heating Company.

H. L. Harper read a paper entitled "Selling the Idea," and John C. Randler discussed "The Contractor-Dealer of the Future." S. M. Kennedy, Southern California Edison Company read a paper entitled "The Man in the Street." Tracy W. Simpson, Federal Sign System (Electric), presented a paper on appliance sales policy, and W. L. Goodwin explained why the electrical business is unique and, in his opinion, must ultimately be served by a single organization, including all present branches of the

industry, if the best results are to accrue.

"The first need is an educational campaign," said Mr. Goodwin. The campaign of the publicity must be national, he continued, and it is particularly desirable that the example of the Pacific Coast be reported to other sections not so far advanced. Mr. Goodwin explained the co-opera-



Henry L. Doherty, having thoughtfully searched his pocket for carfare, is apparently trying to decide whether to walk or to beat his way with a friendly conductor on one of the Toledo street cars he himself owns.

tive plan whereby he proposes that all branches of the industry should work together. In closing he made a plea for team work to the end that service to the consumer be made paramount.

THE INDEPENDENT ELECTRICAL CONTRACTORS' ASSOCIATION of Greater New York will hold its fifteenth annual outing and dinner on Saturday, June 21, at Midland Park, Grant City, Staten Island, New York. A shore dinner, games and vaudeville show will fill in an enjoyable day. The association welcomes electrical men to attend its meetings, which are held at the McAlpin Hotel, each month.

Standing Committees of the N. F. P. A. Electrical Committee

In accordance with the newly adopted procedure of the Electrical Committee of the National Fire Protection Association the following standing committees have been appointed to have a general direction and supervision of investigations and recommendations for future changes and revisions of the National Electrical Code.

MEMBERS OF ELECTRICAL SUB- COMMITTEES

Cars and railways: M. Schreiber, chairman, American Electric Railway Association, Newark, N. J.; R. C. Bird, Ralph Sweetland.

Devices and materials: A. R. Small, chairman, Underwriters' Laboratories, 207 East Ohio Street, Chicago, Ill.; H. R. Sargent, H. O. Lacount.

Fixtures, heaters, signs and lamps: J. C. Forsyth, chairman, New York Board of Fire Underwriters, 123 William Street, New York; G. E. Bruen, C. H. Lum.

Generating and substations: A. M. Schoen, chairman, Southeastern Underwriters' Association, Atlanta, Ga.; W. H. Blood, K. W. Adkins.

Grounding: W. H. Blood, chairman, National Electric Light Association, 147 Milk Street, Boston, Mass.; G. M. Goddard, H. S. Wynkoop.

Industrial applications: G. S. Lawler, chairman, Associated Factory Mutual Fire Insurance Companies, 31 Milk Street, Boston, Mass.; F. Osgood, C. B. Langdon, J. M. Curtin.

Outside wiring, building supply and services: M. G. Lloyd, chairman, care of Bureau of Standards, Washington, D. C.; C. H. Hill, F. F. Burroughs.

Signal systems, wireless and lighting: W. S. Boyd, chairman, care of Western Association of Electrical Inspectors, Insurance Exchange, Chicago, Ill.; A. M. Paddon, C. W. Mitchell.

Theaters, moving pictures, places of public assembly and garages: Washington Devereux, chairman, care of Philadelphia Fire Underwriters' Association, 141 South Fourth Street, Philadelphia, Pa.; V. H. Tousley, C. M. Tait.

Wiring standards and systems: W. C. Peet, chairman, care of Peet & Powers, 70 East Forty-fifth Street, New York; Dana Pierce, F. Overbath, R. P. Strong.

SUGGESTIONS INVITED

Suggestions for such changes should be sent to Dana Pierce, chairman of the Electrical Committee, 25 City Hall Place, New York, for reference to one or more of these standing committees. It is the desire of the committee that all such suggestions be made as soon as possible in order that there may be ample time for careful investigation and consideration of their merits.

Illustrated Sales Talk for Lighting Men

Photographs of newly developed industrial lighting units and photographs of well-lighted and poorly-lighted factories have been combined in a neatly-bound 4 in. by 6 in. book issued by the Commonwealth Edison Company, Chicago, to fifteen of its lighting salesmen. These books, which cost the company about \$2.50 each, are used as the basis of the salesman's argument. The first three pages show three lighting units developed by the company's own engineers. On each page the data pertaining to the unit is posted on a neatly typewritten slip of white paper. Similar treatment is accorded the pages which show examples of proper and improper lighting.



During the war, H. M. Byllesby served as lieutenant-colonel with the American Expeditionary Forces, acting as the London representative of the purchasing board for the A. E. F., in charge of purchases in Great Britain and the Scandinavian countries. Colonel Henry M. has now doffed the uniform and is back at the comparatively uneventful occupation of running the electric light companies serving a couple of hundred communities from Kentucky to California.

W. S. SHELTON, 30 Church Street, New York city, has been appointed New York agent for the Efficiency Electric Company, East Palestine, Ohio. He will handle the Philadelphia, New York and Boston territory. Mr. Sheldon for the last five years has had a strictly electrical selling agency. He has been handling the Dover line of electric flatirons for all the territory from New England to Florida, and has also handled the United electric vacuum cleaner in New England.



Happy days in Iowa! Illustrating the jovial mood in which our staff camera-artist found J. E. Sweeney, of the Waterloo Electrical Supply Company during a meeting of the Iowa State contractors association. Mr. Sweeney is also chairman of the accounting committee of the National Association of Contractors and Dealers which is "putting over" the new bookkeeping system for contracting concerns.

Farewell Dinner to T. F. Kelly

Members of the Electric Club of Dayton, Ohio, on March 13, tendered a dinner to Thomas F. Kelly, who has resigned as commercial manager of the Dayton Power & Light Company, to become Canadian sales manager for the Hoover Suction Sweeper Company. The dinner, which was given at the Dayton Engineers' Club was attended by a number of out-of-town guests. These included W. W. Freeman of Cincinnati; D. L. Gaskill, Greenville; Thomas F. Ryan, Cincinnati; W. C. Anderson, Middletown; Major Bailey, Cincinnati; J. C. North, Springfield; A. M. Wilson, Cincinnati, and L. C. Spake, Chicago. Mr. Kelly's former fellow employees of the Dayton Power & Light Company presented him with a handsome watch as a token of their esteem.

WHEN KELLY WENT AWAY

The sun was bright and shining,
The birds sang each a lay;
With joy was Nature brimming
And every heart was gay.

The soldiers home were coming,
With hearts attuned to glee,
The shroud of gloom was lifted
And all was light and free.

Now for the full fruition
Of all our fervid hope
Give free rein to ambition
And with Success we'll cope.

What is the dull hoarse murmur
That shocks the listening ear,
That fills the heart with horror
That chills the blood with fear?

Is it the Hell of War's resumption
That turns the blood to ice,
That starts a revolution
In Dayton in a trice?

No, not even floods or earthquake
Tornadoes, fires, could sway
The hearts and minds of Dayton men
When Kelly went away.

For Kelly had them "locoed"
Nailed solid to the mast,
For Kelly had them "buffaloed"
He had them hard and fast.

If Kelly'd wanted anything
He'd only had to ask.
We'd given him the courthouse
And not thought that a task.

Then why does Kelly leave us?
Does he think he'd better go
While everything is lovely
And the going's good to go?

Well, Kelly, if in leaving
You can do yourself some good,
We'll try and bear our grieving
Like yourself would think we should.

But, Kelly, things won't be the same
When you have left the town.
The rest of us will have some chance
On that we'll bet a crown.

When you are old and bent and gray
And all is snug and tight,
Remember where you got your start
Think of this bunch, this night.



Tom Kelly, whose resignation as commercial manager of the Dayton Power & Light Company, last month, brought out a chorus of affectionate goodbyes from the whole Middle West electrical fraternity, including that done into verse on this page.

J. LIVINGSTON & COMPANY, Forty-second Street and Vanderbilt Avenue, New York City, ask us to announce that the "Livingston economy light" described in the last issue of ELECTRICAL MERCHANDISING, is licensed under the Duplex-alite Corporation patents.

H. A. ELWELL, formerly senior partner of the Elwell-Mayer Company, dealers in electrical machinery, 40 Wall Street, New York City, is now connected with the Finance Export Company, 40 Wall Street, New York City, in an executive capacity.



One-Piece Night Lamp

From *Electrical Merchandising*, May, 1919

For nurseries, sick rooms, halls, bedrooms and wherever a night lamp is desirable the "Baby Light" is offered by the St. Louis Brass Manufacturing Company, St. Louis, Mo. It is about 6 in. high and 5 in. wide and is made in one piece of white glazed porcelain. A 2-cp., 6-volt automobile-type bulb is used, energy from an ordinary 115-volt, 60-cycle alternating-current lighting circuit being reduced by a transformer in the base of the lamp. The amount of light furnished, the maker says, is not enough to disturb sleeping persons, but is adequate to illumine objects that are likely to be tripped over otherwise. Since the base of the lamp is broad, there is no danger of its tipping over.

Inclosed Oscillating Washing Machine

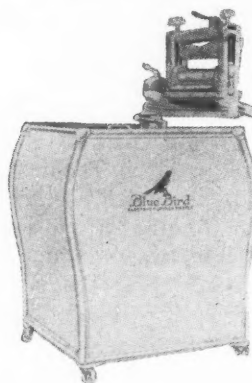
From *Electrical Merchandising*, May, 1919

That all its working parts exclusive of the wringer are inclosed in an artistic white enamel and nickel cabinet of rust-proof metal construction and with a table top is the feature of the electric clothes washer announced by the Blue Bird Appliance Company of St. Louis, Mo.

The oscillating principle of washing clothes is employed and the copper tub not only swings from side to side, but the ends tilt up to a steep angle giving the clothes a 3-ft. fall into the water and the water a similar fall onto the clothes. This double cleansing action is said to be both rapid and efficient. The tub whose capacity is eight sheets or twenty-five shirts has no holes, ribs or ridges on its inside, eliminating any harmful friction on the clothes.

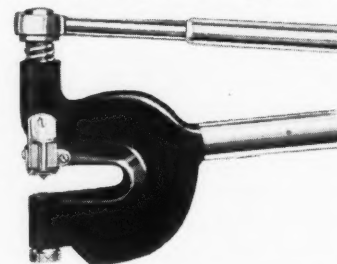
There are sliding doors in one side of the cabinet to provide for draining the tub. The washer is started by pressing down a conveniently placed lever. When this is lifted up the tub automatically stops with its lid on top ready for the

clothes to be run through the wringer. The wringer is motor operated and has three positions. It is automatically adjusted to take sheer lingerie and heavy clothes with equal facility.



Hand-Power Metal Punch

From *Electrical Merchandising*, May, 1919



A deep throat which allows use of larger material, a one-piece automatic disappearing stripper, crowned punches of the floating type that direct the power to the center, and the fact that it will not twist or turn in operation, are the features of the "Jiffy" hand-power punch recently developed for cutting holes in metal up to No. 10 gage. It will cut holes $\frac{3}{8}$ in., $\frac{7}{8}$ in., $\frac{1}{2}$ in. and $\frac{1}{4}$ in. in diameter. The weight of the punch is 5 lb. and its length is 9 $\frac{1}{2}$ in. Paul W. Koch & Company, 19 South Wells Street, Chicago, market this punch.

Compact Armature with Internal Commutator

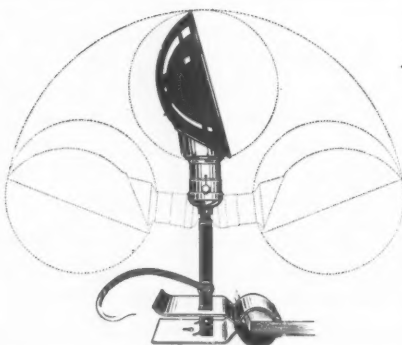
From *Electrical Merchandising*, May, 1919

Instead of using cotton-insulated armature conductors in its new motor-dynamo, the Dayton (Ohio) Electrical Manufacturing Company employs hairpin-shaped flat-copper strips which are inserted in closed slots and insulated with bakelite after assembly. The ends of the conductors are welded to the commutator, which is of the internal type; i.e., contact is made on the inside rather than on the outside. Twelve brushes are used because of the heavy starting duty of this motor, two being of almost pure graphite. This outfit, which was developed for automobile starting and lighting service, is furnished with a starting switch and automatic battery cut-out. While starting, the batteries are connected in series to give 12 volts.

Fused Oil Switches Having Automatic Attachments

From *Electrical Merchandising*, May, 1919

For a number of uses, particularly as entrance switches, oil disconnecting switches and for the control and protection of small induction motors and lighting and power circuits, type N-2 oil switches are now being manufactured by the Condit Electrical Manufacturing Company of South Boston, Mass. They are suitable for use with alternating-current motors where the starting current does not exceed 100 amp. at 220 volts or less, or 60 amp. at 440 or 550 volts; also for use as service switches, oil disconnecting switches and similar applications, where the current does not exceed 60 amp. at pressures of 600 volts or less. These switches are made in two, three and four poles, single-throw type, in non-automatic form, with and without fuse clips. Under-voltage or shunt-trip attachments are furnished with either form.



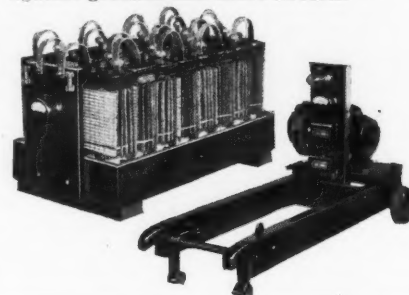
Farm-Lighting Plant Run by Auto

From *Electrical Merchandising*, May, 1919

Any automobile can be used to run the Lay farm-lighting plant being marketed by the L. A. Young Industries, Inc., Detroit, Mich. This is made possible by an arrangement known as the Porta-Power; the automobile is backed up to it and with one motion the axle is jacked up and the rear wheels automatically set on the Porta-Power drive wheels. The automobile is then operated and power is transmitted by belt drive to the farm-lighting plant generator or to other farm machinery.

The generator, which has a fan-type flywheel, is mounted on a portable truck with switchboard, automatic cutout, overload relay, and ammeter. It is said to have a constant speed obviating any need for a governor, and is wound to give a tapering charge to the batteries. It has a maximum charging rate of 40 amp. Six-

teen glass jar type cells, mounted and assembled in a modern battery box comprise the 32-volt storage battery used with this set. When fully charged it has a capacity of 3600 watt-hours. On the battery box is mounted a voltmeter and a set of fuses for protecting the system against grounds and short-circuits.



Adjustable Portable Lamp

From *Electrical Merchandising*, May, 1919

The important feature of the "600" adjustable and portable lamp recently brought out by S. W. Farber of 141 South Fifth Street, Brooklyn, N. Y., is a clip which enables the lamp to be clamped on any projecting edge or post. In addition the lamp may be hung on the wall or placed on a flat surface, using the clip as a base. As the clamp is felt-lined, there is no danger of scratching or denting polished surfaces. The lamp is equipped with a Bryant push-button socket, uses a standard bulb and comes complete with 6 ft. of silk cord and an attachment plug. Finishes of brushed brass, statuary bronze, nickel and silver plate are obtainable.

Motor-Starting Switch with Safety Shield

From *Electrical Merchandising*, May, 1919

In order to insure safety to the electrician who re-fuses motor-starting switches the Trumbull Electric Manufacturing Company of Plainville, Conn., is offering a shield of non-conducting material which can be placed over the parts of the switch which are always connected to the supply circuit. Safety is completely assured because the door of the switch can be opened only when the switch is in the "off" position. The shield is hinged to the side or bottom of the switch box and can only be opened by the electrician who has access to the box, which is kept locked. A seal indicates whether or not the switch has been tampered with.

Clip These for Your Card or Loose-Leaf File of New Merchandise 

Electrically Heated Steam Radiators

From *Electrical Merchandising*, May, 1919

For auxiliary heating and for use in garages, offices, etc., water-filled radiators heated by an electric heater are being manufactured by Rapid Radiators, Limited, of Toronto, Ont., Canada. These heaters which resemble the ordinary steam radiator in appearance are 4 in. wide, and range in height from 18 in. to 32 in. The maker points out as a feature that they do not give the "dry" heat which is customary with the usual electric heater. Very little attention need be given these new radiators except to occasionally replenish the water supply, it is also stated. An extension cord, plug and a funnel for water replenishing are furnished with the radiators which are finished with brass fittings.

Small Direct-Current Ammeters

From *Electrical Merchandising*, May, 1919

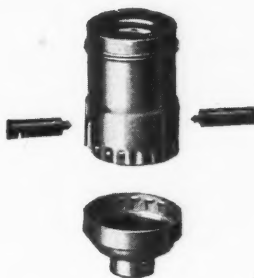
Direct-current ammeters which may be used in automobiles, on farm-lighting plants, for garage battery-charging sets or for testing purposes are being marketed by the Ballman-Whitten Manufacturing Company, 4440 Olive Street, St. Louis, Mo., in both flush and surface types and with cases of either bright nickel or black-rubberoid finish. The scales of these meters range from 0 amp. to 30 amp. for both charge and discharge. According to the manufacturer, each meter has an adjusting vane, and the calibration is carefully adjusted with standards to each individual scale. The cases are of drawn brass, while the glass is held in place with a special baked cement which makes it waterproof.



Sockets with Detachable Push-Buttons

From *Electrical Merchandising*, May, 1919

Installing push-button sockets in husks, socket covers and other restricted locations often entails considerable time on account of awkward positions. The Bryant Electric Company of Bridgeport, Conn., which makes the "Wrinklet" line of interchangeable lamp receptacles and sockets, has improved the push-button socket designated as No. 81 by making both buttons detachable. This is accomplished by molding a threaded stud laterally into each of the buttons, the stud in the black or "off" button being of a larger diameter and a different thread from the stud molded in the red or "on" button. This feature, the manufacturer states, prevents transposition of the two buttons after the socket has been inserted in the fixture.



Revolving Bench Washing Machine

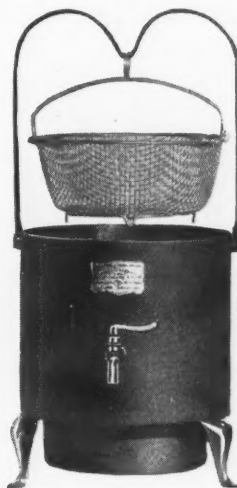
From *Electrical Merchandising*, May, 1919

Not only does the bench of the DeLuxe Junior washing machine made by the White Lily Manufacturing Company, Davenport, Iowa, fold up against the side of the machine when not in use but it also revolves on a pivot so that either of the two tubs accommodated by it may be brought under the wringer. The top of the washer is free from any mechanism so that clothes may be wrung directly from the water to the tub without coming in contact with anything to soil them. This washer is of the cylinder type; the cylinder reverses at each revolution, thereby agitating the clothes more than usual and preventing them from rolling up. A reversible power-driven wringer equipped with 12-in. rolls is used and is controlled by the hand.

Adjustable Industrial Lighting Fixture

From *Electrical Merchandising*, May, 1919

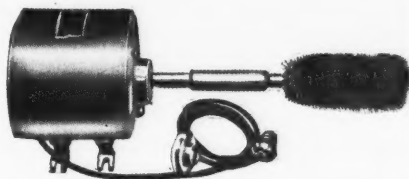
For factories, shops and other places where concentrated light is desired the Miller Saw-Trimmer Company, Point Building, Pittsburgh, Pa., is marketing the "Anyangl" lighting fixture, which consists of an upright support and a cross-arm carrying the key socket and locking lamp guard. The crossarm may be raised or lowered on the upright rod and adjusted to any length. Because of the joint connecting the two pieces the arm can be swung to any angle, describing a complete arc in either the vertical or horizontal plane. A twist on the joint's thumb screw locks the arm and the bulb in the desired position. Three feet of cord and an attachment plug are sold with the fixture, which is equipped with a safety lamp guard or a plain reflector.



Electric Milk-Bottle Washer

From *Electrical Merchandising*, May, 1919

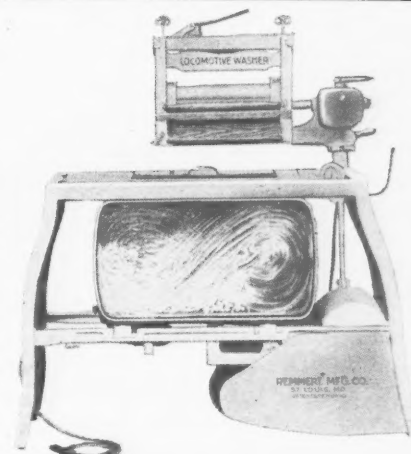
As quick and efficient means of washing milk bottles at dairies an electrically driven bottle washer is being offered by the Electric Specialty Company, Stamford, Conn. In using the washer it is mounted so that the brush rotates over a tub of water. The bottles are filled about half full of water and forced over the brush, which rotates at a high speed, coming in contact with all parts of the bottle's interior and cleaning it thoroughly. The motor used to rotate the brush is of 1/4-hp. rating. Less power is said to be consumed by it than by two standard 16-cp. incandescent lamps. It is of rugged and durable design and is equipped with an iron shield to protect the windings from moisture.



Reciprocating-Tub Washing Machine

From *Electrical Merchandising*, May, 1919

The clothes-holding tub of a motor-driven washing machine recently placed on the market by the Remmert Manufacturing Company, Belleville, Ill., has no internal moving mechanism but reciprocates on a horizontal plane, thereby forcing the water through the fabric of the clothes and cleaning without tearing or injuring them. A gas heater is provided to keep the water constantly at the boiling point. The machine has a capacity of eight sheets and is equipped with a swinging wringer. Motor and driving mechanism are completely inclosed.



Electric Frying Kettles

From *Electrical Merchandising*, May, 1919

For frying food in deep fat or oil the Duparquet, Huot & Moneuse Company, 108 West Twenty-second Street, New York City, has developed electric kettles. They are made of heavy polished cold-rolled steel and are insulated on the bottom. A three-heat switch for 110 volts or an off-and-on switch for 220 volts is furnished with kettles and is intended for mounting on a side wall. The kettles are equipped with a wire drainer basket and holder. Four sizes may be obtained, the smallest having dimensions of 14 in. by 7 in. and the largest 24 in. by 10 in. The minimum and maximum wattages of the smallest of the four kettles are 562 and 2250, while those of the largest are 1125 and 4500.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you want to buy. Continued on third and fourth pages following.

Agricultural States Buying Many Vacuum Cleaners

Probably the largest single order for vacuum cleaners ever secured in this country, is reported by the Hoover Suction Sweeper Company, North Canton, Ohio, in the sale of \$182,000 worth of Hoover suction sweepers to the Sanger Brothers' store in Dallas, Tex. The order calls for 3200 sweepers for immediate delivery.

According to F. M. Rhed, Southwestern sales manager for the Hoover Company, the agricultural states will make the large industrial centers hump some to show a preponderance in sales. Mr. Rhed is in

turing Company, has re-entered the employ of the company. Mr. Lyons is now engaged in sales work in the Cutler-Hammer magnetic shift department.

Waterloo Company Moves to Larger Quarters

The Waterloo Electrical Supply Company announces its removal from 25 Bridge Street to larger and more elaborate quarters at 303-305 West Fourth Street, Waterloo, Iowa. In a recent statement the company said:

"It was eighteen years ago that the Waterloo Electrical Supply Com-

pany day in 1901 when we started business. There must be a reason for this consistent support by our many customers. It is without doubt due to our continual effort to please and give a measure of service that is as nearly 100 per cent efficient as possible. We wish to thank our many friends and customers who have made possible the splendid growth of our business and trust we may continue to merit the cordial relations existing between us."

Chicago Electrical Show, October 11 to 25

The Electrical Trades Exposition Company will conduct an electrical show and exhibition at the Coliseum, in Chicago, from Oct. 11 to 25 inclusive, to be called the "Chicago Electrical Show." E. W. Lloyd has been appointed manager of the electrical show.

"We expect to develop a scheme for decoration of the interior of the coliseum," says Mr. Lloyd, "that will represent the most modern ideas in the use of color effects accentuated by modern illumination."

"The last show was held in 1911 and we believe the public is ready for a display of the developments in appliances and apparatus that have come out since that time. We are sure such a show will greatly stimulate electrical business of all kinds in this district."

Comstock Not to Enter Jobbing Field

A rumor has been in circulation in the electrical trade that the L. K. Comstock Company contemplated entering the jobbing field and planned to do a jobbing business in electrical supplies and electrical merchandise.

When questioned about this report, Mr. Comstock said: "Regarding the rumor that we are contemplating entering the jobbing field, we have never contemplated such action and do not have it now in contemplation. At the present time we can see not the slightest reason for considering such a move."

Mr. Comstock is chairman of the jobbers committee of the National Association of Electrical Contractors and Dealers, and is also chairman of the Conference Club, the organization of the larger electrical contractors.



Elevators creek and groan and bell-hops reap a harvest when this trio comes to town. It's been years since one of them could stoop to lace his own shoes. And incidentally, should anyone insist that the commercial end of the electrical business is manned by lightweights, just refer 'em to this photo. Their total avoirdupois is 1000 lb. The gray-haired chap with the watch chain is Harry Kirkland of the American Conduit Manufacturing Company. The gent with the open faced effect where his vest is not is Oscar Carmen, of the General Electric Company, Indianapolis, while H. H. Cudmore, of the Angus Lamp & Appliance Company, Cleveland, is shown all puckered up for a comfortable whistle. Kirkland, Carmen and Cudmore: Beautiful K-K-Katie, what a trio!

charge of Hoover sales in Missouri, Kansas, Colorado, Arkansas, Oklahoma, Texas, New Mexico and Louisiana. For the first three months of 1919 his sales have been equal to almost one-half the total sales for his territory during the previous year.

H. S. LYONS, who for two years prior to his entry into the aviation branch of the service had charge of the sales of C-H push button specialties and wiring devices in the territory covered by the Chicago office of the Cutler-Hammer Manufac-

pany was established in the electrical merchandise business in Waterloo. A history of the growth and expansion of this company is practically identical with that of the entire electrical industry and of the city. There has been nothing spectacular in our growth. Just a certain continual expansion which indicated a healthy condition of our business and an ever-increasing good-will on the part of the extensive trade whom we served faithfully. Truly, service and progress go hand in hand. Many of our customers have been with us since that

Lieut. Robert Montgomery Electrifies French Village

Lieut. Robert Montgomery, of the 140th Infantry, now Town Major of Boncourt, France, and formerly commercial manager of the Louisville Gas & Electric Company, writes:

"To-day a French woman came into my office and said, 'Monsieur, I would like to have electric lights installed in my house tout de suite, s'il vous plait!'

"For a moment I had to pinch myself for I wondered if I was still in a French village or back home in the office of the Louisville Gas & Electric Company.

"When I came to this village I noticed a transmission line passed the place so I soon acquired sufficient material to wire my office and my room, after securing permission from the authorities. There are sixty officers, 2000 men and 400 horses billeted in the village and our signal platoon had soon strung wire into the rooms of all the officers, the quarters of the men and some stables, so now all American forces in the village are provided with Mazda lamps.

"The old ladies here and there have brought their knitting near the lights in the quarters of our troops, and found they could count the stitches as easily as were the sun



Lieut. Robert Montgomery, former commercial manager of the Louisville Lighting Company, who is now carrying the electrical idea into la belle France.

shining—folks don't go to bed so early now. The three 40-watt lamps, one at each intersection of the streets, enable one to get about at night without bumping into a jackass or the town pump.

"There is a big contrast between their 'petrol' and our electric lights.

"Now the old ladies are all coming to see the 'Americain Major de Zone' concerning the wiring of their homes—and for once I have to turn away electric business as only our temporary lighting can be served from the line. Nevertheless, I am still trying to educate the peoples of the earth that electricity is the only lighting medium."

Mississippi Electrical Men at Gulfport

At the convention of the Mississippi Section of the National Electric Light Association, held at Gulfport, Miss., April 15 to 17, H. E. Brandli, vice-president and general manager of the Meridian Light & Railway Company, Meridian, Miss., was elected president, and E. S. Myers, manager of the Vicksburg Light & Traction Company, Vicksburg, Miss., was elected secretary.

E. B. Booth, sales manager Vicksburg Light & Traction Company, read a paper on "Securing New Business," and E. C. Brown, Ohio Brass Company, discussed the relation between supply companies and central stations.

Owing to war conditions this was

the first convention held by the Mississippi electric companies during the past four years. The meeting was an enthusiastic one from start to finish, and was well attended by central station men, jobbers and manufacturers' representatives.

Toledo Company to Have a New Display Room

The Toledo Railways & Light Company has taken the building formerly occupied by the Koch-La Salle department store, Toledo, and will remodel it for offices and display room. More than \$100,000 will be spent in making this one of the most modern central station office buildings in the country. A feature will be the exterior illumination of the building, in the planning of which several new effects will be sought.

The Toledo Company continues to do a very large merchandising business, in the month of February leading all of the properties of the Doherty group in net sales.

B. ACKERMAN COMPANY has opened new quarters at 166 Bowery, New York City, with a complete line of electrical merchandise, appliances, supplies and fixtures.



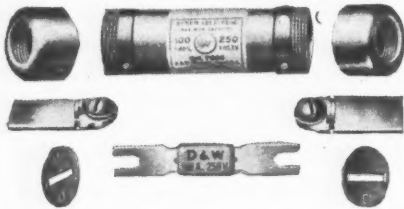
The mysterious stranger in the background (with his hat on backward) must forever remain anonymous, so far as we are concerned. So must the handsome if slightly bald salesman who is the chief visible support of the lamp-post, at the left. But we do want you, Mr. Reader, to meet S. E. Dillon, manager of the Hot Springs, (Ark.), central station company, who has made Hot Springs a bright spot in Arkansas.



His name is Snyder—R. B. Snyder—and out in Milwaukee all the feminine customers of the lighting company swear by him! Those who bought electric ranges, those who attended his electric cooking school, those who were purchasers of smaller appliances—all have written him testimonial letters that a patent medicine firm would give real money to own. His natural modesty, his wife, and the fact that the Milwaukee Electric Company—of which he is sales manager—is pretty well sold up on power, have combined to prevent publication of these letters in a book.

Knife-Blade Renewable Fuse with Jacketed Link

From *Electrical Merchandising*, May, 1919



An important feature of the knife-blade renewable fuses recently developed by the D. & W. Fuse Company of Providence, R. I., is the "expulsion" or jacketed fuse link, which consists of a flat strip of metal having a slot in the central portion and closely wrapped with a covering of specially treated asbestos. The jacket is said to be unaffected by high temperatures and remains intact even when the fuse blows from a short-circuit. When the link fuses, the metal within the jacket is converted into a vapor, thereby developing an internal pressure within the jacket. This causes a blast of hot gases in each direction from the fuse center,

tending to extinguish the arc. When the metal has burned back to the terminals the jacket drops out, thus breaking up mechanically any strata of vaporized gas which might tend to maintain an arc between terminals.

With this jacketed link a longer life is obtained for the casing, says the manufacturer. Another advantage of the link is the increased radiation surface, effected through using the jacket, which makes possible a considerable reduction in the total mass of metal required for a given current. By this means a considerable lowering of the pressures developed when the fuse blows on a dead short-circuit is effected.

The inner caps on the ends of the heavy fiber tubing are slotted to receive the fuse link and to engage the blades which are locked by giving them a quarter turn. Asbestos-lined metal washers slip over the blades to align them properly and to regulate the escape of gases. The outer caps screw over the inner ones holding the washers in place. The large quantity of metal used in these fuses helps to cool the gases which pass along engaging the screw threads of the ends of the shell and the outer metal caps. These renewable fuses, according to the maker, will meet the short-circuit tests imposed by the Underwriters' Laboratories, Inc., in which one fuse at a time is subjected to full rated voltage at 10,000 amp.

Repair Outfit for Storage Batteries

From *Electrical Merchandising*, May, 1919

Removing cell plates from storage batteries without injury to the batteries can be done with ease and quickness through the use of a repair outfit recently developed by the Hauck Manufacturing Company, 101 Eleventh Street, Brooklyn, N. Y., which softens the sealing compound by means of steam. The apparatus consists of a steam generator with six jets, three of which are controlled by a valve. The valve is closed for three-cell batteries and opened when all six jets are used. The process of softening the battery's sealing compound is very simple, the vent caps being removed, the jets inserted on each cell and steam forced directly into the cells. Within four or five minutes the plates are removed. Grease and other impurities can be steamed and cleaned off the batteries at the same time.

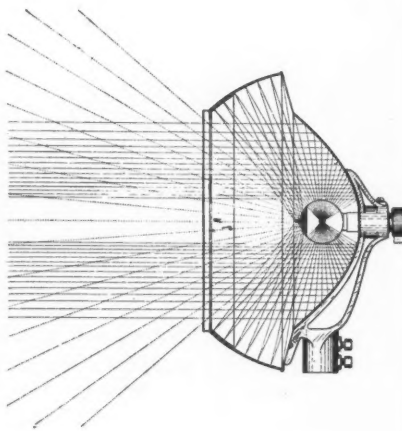
The outfit is operated by kerosene, although when desired gas burners can be furnished. A 1-gal. capacity kettle to melt wax for resealing, a 35-lb. capacity melting pot for reclaiming lead and a mold to make lead sticks are furnished with the apparatus.

Double-Reflector Light Projector

From *Electrical Merchandising*, May, 1919

An intense main beam of light projected on the road ahead of the car for a distance of a quarter mile, a secondary beam covering the sides of the roadway and a third subdued illumination diffused immediately in front of the lamp are the three beams of illumination claimed for the automobile headlight now being marketed by J. T. Roffy, 340 Lewis Avenue, Brooklyn, N. Y. Two reflectors are used instead of one, the main one reflecting the rays from the bulb directly ahead, while the secondary or return-ray reflector facing it aids in obtaining the diffused general illumination and the secondary wide-angle beam. Direct visibility of the lamp filament is obscured. With the switch at "dim" this lamp is said to project an effective light having the same triple illumination characteristics as the "full" burning of the bulb, though, of course, in a less intense degree.

The geometrical lines of reflectors act as the body of the lamp, permitting it to be assembled of fewer parts and eliminating considerable weight. In the Roffy lamp adjusting the focus as well as turning the bulb and aligning the entire headlight can be done while the lamp is burning, without the necessity of opening the casing.



Electrically Driven Root Cutter

From *Electrical Merchandising*, May, 1919

For cutting roots and vegetables into the proper shape for feeding different kinds of stock, electrically operated root cutters are being made by the Superior Churn & Manufacturing Company of Northville, Mich. These cutters are fast and easy in operation due to a large flywheel, the small tapered cylinder on which ten 14-in. knives are fastened, and the fact that five of these are cutting all the time, straight into the roots without binding. The hopper measures 16 in. wide and 35 in. long inside. The upper end into which the roots are thrown has rods at the bottom thus allowing the dirt to drop out before the roots reach the knives. The motor used has an extension wire and plug and operates from an ordinary light socket.

Two styles of these electric cutters are obtainable. One is a shredder which has alternately notched knives and cuts from 1 to 2 bushels per minute in pieces $\frac{1}{2}$ in. to $\frac{3}{4}$ in. thick, $\frac{1}{2}$ in. to $1\frac{1}{2}$ in. wide, and 3 in. to 5 in. long. The other style, a slicer, has plain straight edged knives and cuts from 2 to 3 bushels a minute in pieces the same thickness as the slicer and in sizes varying with those of the roots being cut.

Vacuum Cleaner With Adjustable Handle

From *Electrical Merchandising*, May, 1919

A belt-driven spiral brush, a heavy cast aluminum handle bale, rubber carrier wheels and a handle adjusting spring that facilitates operation on long nap rugs are the new features of the Model B, "America" vacuum cleaner marketed by the Wise-McClung Manufacturing Company of New Philadelphia, Ohio. A well-balanced aluminum fan and an efficient lubricating system are also featured in this machine, which has a pleasing design and finish.

Ceiling Mounting for Motor-Starting Switches

From *Electrical Merchandising*, May, 1919

Where the motor-starting switches with undervoltage release coils made by the Trumbull Electric Manufacturing Company, Plainville, Conn., are to be installed high above the operators' heads they can be obtained with ceiling brackets and with operating cords. One of the cords works over a pulley so that the switch mechanism can be easily operated from the floor.

Another cord connects with the undervoltage release coil and is pulled to throw the switch into the "off" position.

Flexible and Portable Heaters

From *Electrical Merchandising*, May, 1919

Flexible electric heaters which operate on 110 volts and which have ratings of 300, 200 or 100 watts are being manufactured by the Despatch Manufacturing Company of Minneapolis, Minn. Among the uses of these heaters are "warming

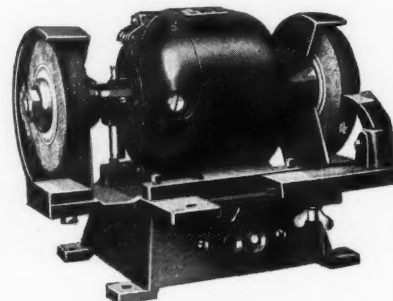
up" automobile engines in cold weather and thawing frozen water pipes. This company is also making a portable heater rated at 660 watts and built for both 110 and 220-volt circuits. Aside from auxiliary heating purposes around the home the maker says these heaters may be used to dry prints in print shops and photographers' studios and warm glue and ink for industrial use.

Motor-Driven Tool Grinders

From *Electrical Merchandising*, May, 1919

Electrically driven tool grinders in both floor and bench types have just been developed by the Janette Manufacturing Company, Singer Building, New York City, and 617 West Jackson Boulevard, Chicago. The $\frac{1}{2}$ -hp. motors used with these grinders are furnished for alternating and direct current in all voltages and have a speed of 3500 r.p.m. with an ample overload capacity. Connection is made to any lamp socket by a 6-ft. extension cord. Located in the base of the grinders directly below the motor is a push-button switch which is designed to withstand hard use.

Both bench and floor models accommodate two $\frac{1}{2}$ -in. by 5-in. grinding wheels. The height of the floor type is 46 in. and its weight 105 lb., while the bench type is 10 in. high and weight 55 lb. The width of each grinder is 14 in.



Wire Grip With Automatic Locking Device

From *Electrical Merchandising*, May, 1919

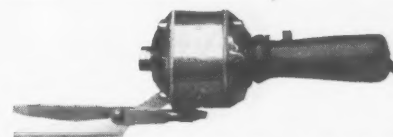
An automatic locking device is the feature of the improved Buffalo wire grip No. 471 made by the Smith & Hemenway Company, 114 Coit Street, Irvington, N. J., and which will soon be ready for distribution. By throwing the loop of this tool in an upright position the grip is locked open so that the lineman or electrician can handle it with one hand. When the pull or strain is placed on the loop it automatically engages the telephone, electric light or telegraph wire being stretched. This improvement will be placed on grips with loops or with double pulleys. The tool is made of high-carbon cold-rolled steel, white nickel-plated, and is supplied in sizes for No. 6, No. 0 and No. 000 wire and smaller.

Oscillating Motor-Operated Shears

From *Electrical Merchandising*, May, 1919

Although not intended to compete with large rotary or knife-type power-driven cloth cutters, the electrically operated shears recently developed and placed on the market by the Sperry Gyroscope Company of Brooklyn, N. Y., are said to have a large field of application in cutting and trimming material of many kinds.

The shears, which are controlled by means of a push switch, consist of an electric motor and the shear blades, arranged so that the lower blade of the shears is stationary, being rigidly attached to the end frame of the motor. The upper blade is connected by a link and eccentric with the motor shaft. The motor runs at approximately 9000 r.p.m. and oscillates the movable blade at the same frequency. In cutting cloth and



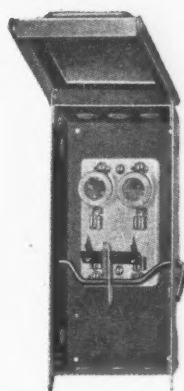
other fibrous materials, the effect of the rapid oscillation is said to be such that practically every fiber is individually severed and that tough materials, like canvas or linoleum, may be cut with nearly the same ease as silk.

Another feature of the shears, the maker says, is that although they will cut any material from silk to asbestos, they afford safety to the operator. The reason for this safety in operation is that the blades move only about $\frac{1}{8}$ in. at the actual cutting edge. This cutting edge is well back along the blades, the ends of the blades being unsharpened.

Quick-Break Entrance Switch

From *Electrical Merchandising*, May, 1919

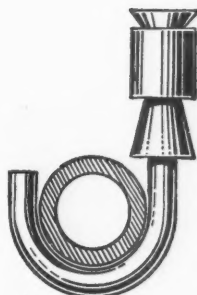
Combination switch No. 5741 for two-pole, 30-amp, 125-volt service has been announced by the Trumbull Electric Manufacturing Company, Plainville, Conn. This switch is practically the same as style No. 5641, using fuse plugs but does not have the safety interlocking features of that model. It is externally operated and meets most requirements for entrance work where the switch is rarely opened. Quick-break switch mechanism is used and is contained in a 16-gage steel box. The handle rod extends across the interior of the box and is held firmly to the side. When the box is opened the overlap rests on the top of the box so that the cover stays open, thus making for convenience in replacing fuse plugs and other work on the switch mechanism. Provision is made for locking the cover with either one or two padlocks.



Combination Expansion Bolt and Hanger

From *Electrical Merchandising*, May, 1919

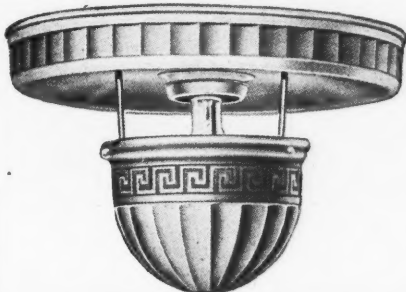
The functions of an expansion bolt and a conduit hanger are combined in a single piece of apparatus manufactured by the Chicago Expansion Bolt Company, 330 West Washington Street, Chicago. This device has a U-shaped body which clamps the pipe and is also provided with an expansion attachment which holds it securely to the wall or ceiling. It is installed by inserting the expansion or straight end of the device into a hole, after the conduit has been placed in the hanger, and driving the metal wedge with a fluted hammer into the lead expansion member which fills the crevices in the hole drilled to receive it. The manufacturer claims that the $\frac{3}{4}$ -in. size will sustain from 1500 lb. to 2000 lb. in direct pull, depending upon the masonry. The advantages claimed for this new device are those of minimum drilling in brick or concrete, less labor required to install, less material required and neatness of installation. It is made in sizes adapted for all conduit diameters and can be furnished in galvanized, black or plain finish.



Lighting Fixtures for Gas-Filled Lamps

From *Electrical Merchandising*, May, 1919

For illuminating stores, offices or public buildings "Lightolier" No. 3802 has been brought out by the Lightolier Com-



pany of 569 Broadway, New York City. It is adapted for gas-filled lamps up to and including 200 watts and is said to give a maximum of properly toned light. Both the reflector and the bowl are translucent glass embossed in Grecian design. This unit is intended for rooms with low ceilings or where it is desirable to have the light source at a considerable distance from the working plane. Fittings are supplied for attaching the fixture directly to the ceiling. The over-all length of the fixture is 36 in., the reflector is 16 in. in diameter and 2 $\frac{1}{2}$ in. deep, while the diffusing bowl has a 6-in. diameter and is 9 in. deep.

This company has also developed design No. 3653, which is identical with the fixture described above except that a canopy and chains replace the fittings for direct attachment to the ceiling. The concave surface of the reflector has been designed to direct the light down to the plane of usefulness but permits sufficient light to filter through and break up unsightly ceiling shadows.

Peanut-Butter Machine

From *Electrical Merchandising*, May, 1919

An improved model of the electrically operated peanut-butter machine made by the A. J. Deer Company of Hornell, N. Y., has been placed on the market in two sizes, one having a $\frac{1}{2}$ -hp. motor and making about 1/3 lb. of peanut butter per minute and the other being driven by a 1-hp. motor and having a production capacity of approximately $\frac{1}{2}$ lb. of butter per minute. Because gears are used to connect the motor with the grinders the maker states that the most suitable speed for this kind of work is secured. The use of special steel burrs in grinding the peanuts is said to insure making proper fineness in the butter. All working parts of the machine are heavily tinned and nicked so that they may be washed in water without injury. Cleaning is also simplified since all the parts are readily removed and reassembled without using tools. This machine, which in its exterior resembles a coffee grinder, may be secured for either alternating or direct current, a conveniently placed snap switch controlling the motor.

Portable Meter for Illumination Intensities

From *Electrical Merchandising*, May, 1919

A light, compact and easily operated foot-candle meter for measuring illumination intensities in factories, offices, etc., has been developed and is being distributed by the "Mazda" interests—that is, the Edison and National Lamp Works of the General Electric Company, at Harrison, N. J., and Cleveland, Ohio, respectively, and the Westinghouse Lamp Works, 165 Broadway, New York. The instrument, designed by Dr. Clayton H. Sharp, Electrical Testing Laboratories, consists mainly of a screen, lamp bulb and flashlight cell, voltmeter and rheostat, all contained in a leather case.

The lamp bulb is arranged at one end of the compartment which has as one side a screen consisting of a clear-glass plate, a sheet of thin paper and one of opaque paper, with a series of holes. The opposite side slopes toward the bulb.

When the correct voltage is applied to the lamp, as indicated by the mark on the voltmeter, the intensity of the light being measured is indicated at the point on the scale where the spots are visible in comparison with the screen background.

Swinging-Pivot Floodlamp

From *Electrical Merchandising*, May, 1919

To permit changes in divergence of light rays the bulb of the floodlamp being manufactured by the Pittsburgh Reflector & Illuminating Company, Pittsburgh, Pa., is arranged to be adjustable so that its filament lies in the exact focus of a specially designed silvered-glass reflector. The door of the projector can be opened on its hinge, swinging in a horizontal plane upon the withdrawal of a pin at either side. It is furnished either with a base standard or with a side-arm bracket.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you are in the market for electrical appliances or supplies.

S. E. Doane Nominated for President I. E. S.

The board of nomination of the Illuminating Engineering Society has announced the following nominees for officers for 1919-1920:

President, S. E. Doane; vice-president from New York Section, W. J. Clark; general secretary, Clarence L. Law; treasurer, L. B. Marks; directors, E. C. Crittenden, F. E. Cady, R. B. Ely, Walton Forstall, R. H. Maurer and F. A. Vaughn.

WILLIAM PETSCHER has been appointed general manager and vice-president of the Vulcan Storage Battery Company, Brazil, Ind. The Vulcan company will shortly occupy its new factory building with 60,000 sq.ft. of available floor space.

THE TRUMBULL ELECTRICAL MANUFACTURING COMPANY has sent out notice that they have discontinued the sale of insulating joints and hickies. All orders now in the works will be filled but no further orders can be taken.

THE GARLAND MANUFACTURING COMPANY of Pittsburgh, successor to the Safety Armorite Conduit Company, has just opened a district office at 325 Guardian Building, Cleveland, Ohio. S. B. Depuey is district manager in charge.

THE TRUMBULL ELECTRICAL MANUFACTURING COMPANY'S New York office has opened up a separate warehouse with 2500 sq.ft. of floor space, in the second loft



"Over the top" to the mess tent, for G. Brown Hill, who is now back at his regular job of being vice-president and treasurer of the Doubleday-Hill Electric Company, Pittsburgh, Pa. Mr. Hill enlisted in the Tank Corps and was in training at Camp Colt, Gettysburg, when our photog. happened to be passing.

at 60 Vesey Street, where a complete line of material will be carried for New York distribution. The old quarters at 114 Liberty Street are being refitted as a modern, up-to-date office at which the business in New York City will be transacted as formerly.

R. W. VAN PELT, for the past two years in charge of Western sales of the insulated-wire depart-

ment of the B. F. Goodrich Rubber Company, with headquarters in Chicago, has been promoted to have charge of Eastern sales for the insulated wire department, with headquarters in New York City. Mr. Van Pelt was for a number of years connected with the American Steel & Wire Company's insulated wire and cable department, until he joined the forces of the B. F. Goodrich company in 1912.

J. F. BUCHANAN & COMPANY, Philadelphia, announce that the partnership recently existing between John F. Buchanan, Gilbert S. Smith and Roswell C. Williams, Jr., of the City of Philadelphia, under the firm name of J. F. Buchanan & Company, was dissolved on April 1 by mutual consent, the said Roswell C. Williams, Jr., retiring from said firm; and that the business has since been carried on under the old firm name by John F. Buchanan and Gilbert S. Smith.

HENRY D. SEARS, general sales agent for the Weber Electric Company, announces the removal of this district sales office to 345 Fifth Avenue, New York City.

K. P. ROYCE, until recently a lieutenant with the 108th Field Signal Battalion, has rejoined the sales staff of the Burke Electric Company. He is now managing the company's Detroit office. Before entering the Army Mr. Royce was assistant sales manager of the Burke Company's Erie, Pa., office.

Tricks that a Clever Advertising Photographer Can Play



Picture the surprise felt by "Jimmy" (A. H.) Fleet, bachelor and manager of the Cutler-Hammer Company's specialty department, when this picture was flashed on the screen at the company's district managers' meeting this spring. Jimmy, puzzled and blushing, couldn't guess how they got it until George J. Kirchgasser, the Cutler-Hammer advertising genius, explained. "It started this way," says Kirchgasser. "Last fall, for our advertising work, we took this picture of a young husband and wife having an electrical breakfast. Mr. Fleet was present, and

being a bachelor was kidded somewhat, as you may suppose. Later when we thought of the lantern-slide idea for the managers' meeting, I went to Mr. Fleet and explained that we were getting up a collection of pictures of our managers, each with some product of his department. Mr. Fleet at once fell in with the idea, was led to the photo department, and after some coaching, we obtained this portrait, the pose showing him gazing affectionately at a C-H 70-50 switch. Then five minutes with paste and scissors, and the combination was made.

